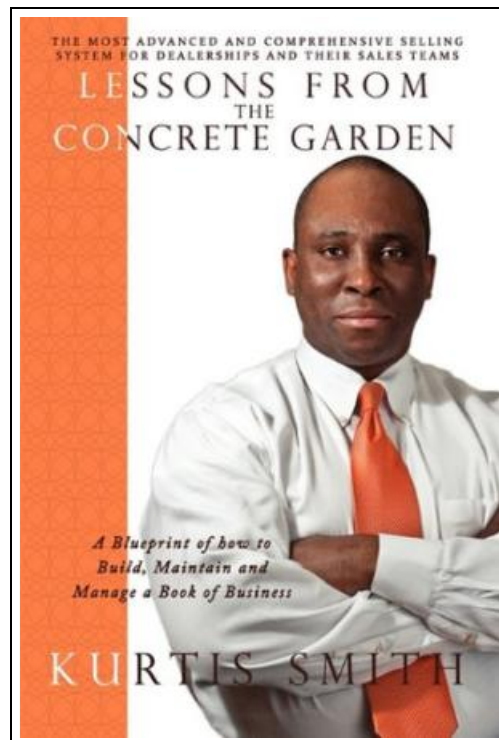


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(Prof. Erin Larson I)*

LESSONS FROM THE CONCRETE GARDEN: A BLUEPRINT OF HOW TO BUILD, MAINTAIN AND MANAGE A BOOK OF BUSINESS



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Outskirts Press. Paperback. Condition: New. 82 pages. Dimensions: 8.8in. x 5.8in. x 0.4in. The Most Advanced and Comprehensive Selling System Designed Specifically for Dealerships and Their Sales Teams Over a decade has been spent in research, development and field testing in order to identify and document the specific skill sets, characteristics and knowledge of a highly skilled and professional salesperson. Lessons From the Concrete Garden is a by-product of this work and is packed with insight and ideas that will explain why many salespeople struggle and most fail. It shines a spotlight on the struggling automotive industry and its selling practices and asks the question: how is it possible to spend billions of dollars on R and D, manufacturing and marketing to produce some of the most technologically advanced and complex products, then miss the mark when it comes to educating the individuals responsible for selling them It drives the point home that salespeople are the first and last to touch the actual buyers of these products and they are probably the most important spoke in the business development wheel and are deserving of a quality and proper education. This exciting book provides real answers and proposes real solutions for businesses and selling professionals that are struggling to find a plan of action that actually works. It discusses what to do, when to do it, how to do it and why it needs to be done. Lessons From the Concrete Garden is a Gem! This is a must read for anyone involved in selling, training or business development. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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