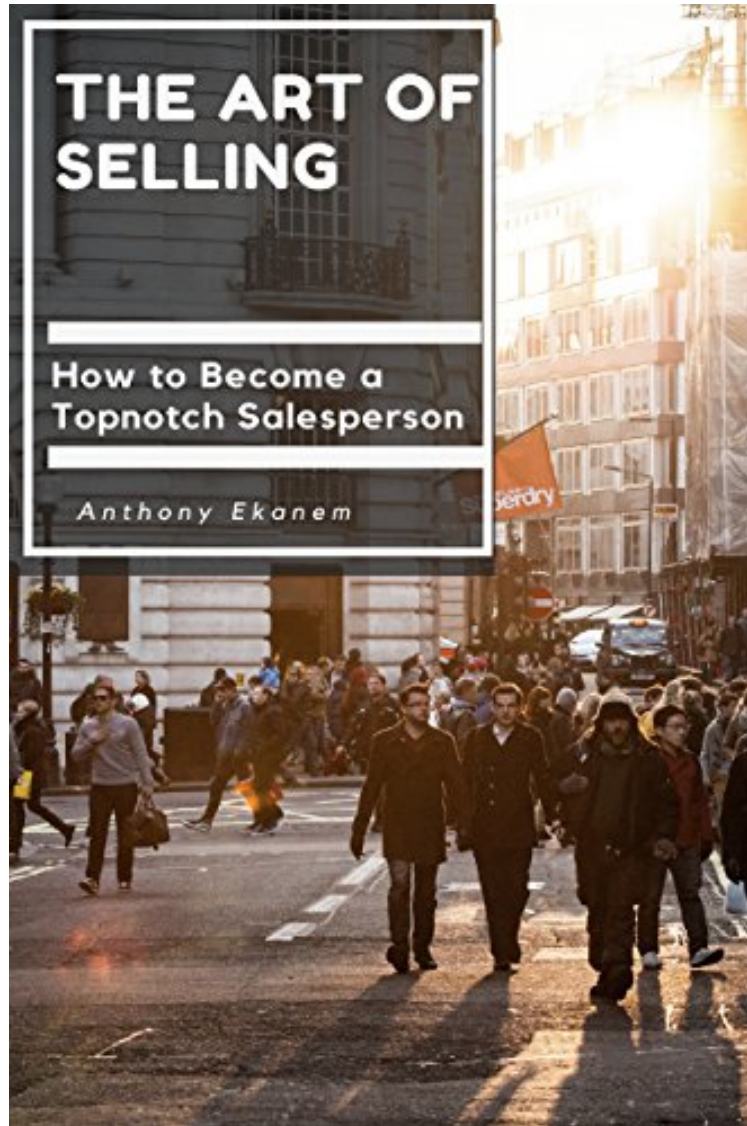


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The Art of Selling: How to Become a Topnotch Salesperson

Anthony Ekanem

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Anthony Ekanem : The Art of Selling: How to Become a Topnotch Salesperson before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Selling: How to Become a Topnotch Salesperson:

On an average, a person encounters about three salespersons in a day. Your phone will ring one sunny morning; a jovial salesperson is on the other end of the line selling you cruise vacation tickets. As you condition yourself for a good relaxing nap, somebody begins knocking on your door and when you open it, an insurance salesman is right at

your face smiling his heart out. You try to sort out your mails before going to bed and you noticed that half of them are promotional newsletters. You might be tired of salespeople yourself. In fact, you might have hated the mere sight of one. But do you know that it is one of the most rewarding jobs around? Well, not unless you can become the next President of the United States; but then, I could be wrong. Salespeople are the very individuals who move the company. Their job is to market the products and make the company flourish in the process. If a salesperson is not able to do his job well, then the rest of the company will fall. The CEO, down to the rank-and-file employees, will soon be out of their jobs. This book is for everyone, no matter whether it is your first time to sell or you have any experience in selling before. And for those who had tried their hands at selling and didn't do well, it really doesn't matter what your sales record is before. You could have been your company's most terrible salesperson. But as what Gene Fowler, a famous writer and actor had said, "I am the world's worst salesperson; therefore, I must make it easy for people to buy." As we start your preparation to become a topnotch salesperson, try to maintain a small note pad where you can list the answer to the questions, exercises, and the rest of the pointers contained in this book. Doing so will expedite the entire learning process and make you the topnotch seller that you really are.

About the Author Anthony Ekanem is a researcher and professional writer. He has researched and written many print and e-Books on different subject areas including business, finance, family and relationship, etc. His published books, which are also available in audio format, are available online in major online bookstores worldwide. His educational background in Management has given him a broad base from which to approach many topics.