



The Street Smart Sales Pro: How to Create, Influence, and Close Any Sale

Arthur Rogen

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Evaluate the top producers in any sales force, and what will you find? You'll find salespeople who know how to sell in the real world—people who are positive, aggressive, motivated, and savvy; people who are confident and think quickly on their feet; people who know how to get things done; people who are just plain street smart. Were these people born this way?

Absolutely not! They learned their skills from doing, asking, and observing.

And now, thanks to

The Street Smart Sales Pro,

these valuable lessons are

available to those looking to supercharge their ability to sell.

While most books on this subject examine the act of selling from an abstract boilerplate perspective,

The Street Smart Sales Pro

offers a realistic “street

smart” point of view, focusing on real people in real situations. It covers every aspect of selling, from highlighting the essential qualities that make up the truly triumphant salesperson, to providing hundreds of practical tips, insights, and tactics needed to make that initial contact and successfully close the deal.

Motivational stories of actual salesmen and saleswomen who went for the gold and achieved it provide further inspiration throughout this book.

Although designed for men and women who sell products and services, this book can also benefit those who have to sell themselves in other situation.

No matter how difficult the challenge ahead or how many doors have been closed to you in the past, knowing how to be a true street smart salesman will allow you to see the world differently—a world that is filled with opportunities. All you need is someone to show you how, and you will not find a better teacher than

The Street Smart Sales Pro.

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