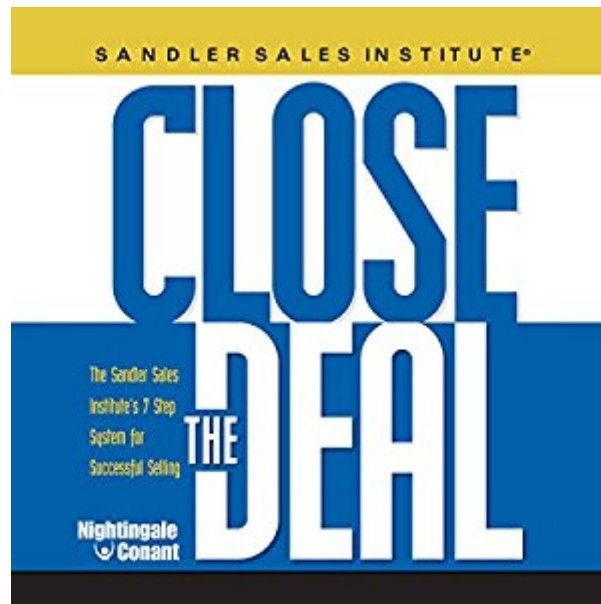


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# Close The Deal: The Sandler Sales Institute's 7 Step System For Successful Selling



## Synopsis

Explode your commissions by closing winning deals every time you get in front of a prospect! Close the Deal presents you with a revolutionary, yet remarkably simple, Seven-Step System for regaining control, removing pressure, and ultimately closing more sales and generating more profit than you ever will by using those tired old-school techniques. The Sandler Seven-Step System is based on the fundamental principle that the most successful selling experience is one that is completely pressure-free - both for the prospect and for you. If you're feeling abused or pressured by your prospect, you're doing something wrong. You should never have to forfeit your self-respect or fake enthusiasm about your product in order to make a sale. Likewise, your prospect should never feel manipulated by you. In fact, the buyers should be the ones to close the sale. Your role should be to help them help themselves. Everyone out on the front lines of selling knows that the traditional techniques that salespeople have relied on for decades just don't work anymore. They're worn-out, dated, and increasingly irrelevant in today's radically changing marketplace. Worst of all, these techniques put control of a sales call exactly where you don't want it - into your prospect's hands. You can bet that any prospect worth closing can spot these worn-out tactics a mile away and will be on the defensive before your presentation even begins. In Close the Deal, you'll discover proven sales techniques that will help you reach this ideal and far more profitable level of selling. The Sandler Selling System has been called "The best-kept sales secret in America", because for years, it was only available through the Institute itself and its franchisees nationwide. Now, at last, these revolutionary techniques are directly available to you.

## Book Information

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