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# Advanced Selling Techniques



## Synopsis

Shatter sales records with Brian Tracy's revolutionary selling tactics. You're a sales professional. It's what you were meant to be. Selling is in your blood. Following up on his phenomenal best-selling audiocassette program, *The Psychology of Selling*, Brian Tracy's *Advanced Selling Techniques* is a powerhouse advanced selling program for seasoned sales professionals. As invaluable and accessible as its groundbreaking predecessor, this audio seminar, based on detailed research and real-life experience, is aimed at selling any product in today's ever more complex marketplace. Learn the critical issues involved in selling to professional buyers in large organizations. Understand how to make prospecting easier and more effective. Become the preferred vendor of your product or service. Let renowned sales master Brian Tracy also teach you why: Traditional selling techniques don't work anymore Positioning is the key to success in selling Motivation to buy has changed with business customers today People buy solutions, not problems Information gathering is an investment with a high return Power determines purchases Education, skills, and experience mean sales

## Book Information

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## Customer Reviews

Completely changed my outlook on sales! An excellent drivetime audio experience for the sales professional!

Advanced Selling Techniques

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