



## The Ultimate Book of Sales Techniques: 75 Ways to Master Cold Calling, Sharpen Your Unique Selling Proposition, and Close the Sale

By Stephan Schiffman

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### The secrets of breakout selling!

Using his thirty years of experience training corporate sales forces, **Stephan Schiffman** has put together a collection of the most essential techniques for succeeding in the field. From getting leads and cold calling to establishing a solid relationship and closing the deal, Schiffman covers everything you need to know in order to improve your performance and make the sale. Inside this book, you'll find his proven sales philosophy, which includes such elements as:

- Sales don't happen unless questions are asked.
- An objection is an opportunity in disguise.
- A salesperson's responsibility is to help the client solve a problem.
- No one ever made a good sale by interrupting a client.

Whether you're new to the field or looking for a quick refresher, you will finally be able to beat out the competition and take your career to the next level with *The Ultimate Book of Sales Techniques!*

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