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and consistent  
framework for  
applying the  
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Before the Blue  
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on instinct to  
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products or  
services: 'closing'  
increases your  
chance of success;  
it is essential to  
describe the  
benefits of your  
product or service  
to the customer;  
objection handling  
is an important  
skill; open  
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developed for  
selling low-value  
goods just don't  
work for major  
sales. Rackham  
went on to  
introduce his SPIN-  
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SPIN describes the  
whole selling  
process: Situation  
questions Problem  
questions  
Implication



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provides you with a  
set of simple and  
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techniques which  
have been tried in  
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with dramatic  
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pitch selling. Based

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significant and reliable sales increases. Through listening to the customer and identifying their 'concept', it will teach sales directors, managers and executives how to identify customers' real needs, tailor every sale to one

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effective  
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key customers. The  
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character--however

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trengths-  
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that empowers  
every business  
decision maker to  
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Saks is an esteemed professor, lawyer, and psychiatrist and is the Orrin B. Evans Professor of Law, Psychology, Psychiatry, and the Behavioral Sciences at the University of Southern California Law School, yet she has suffered

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from schizophrenia for most of her life, and still has ongoing major episodes of the illness. The Center Cannot Hold is the eloquent, moving story of Elyn's life, from the first time that she heard voices speaking to her as a young teenager, to

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attempted suicides  
in college, through  
learning to live on  
her own as an  
adult in an often  
terrifying world.  
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frankly the  
paranoia, the  
inability to tell  
imaginary fears  
from real ones, the  
voices in her head  
telling her to kill

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herself (and to harm others), as well as the incredibly difficult obstacles she overcame to become a highly respected professional. This beautifully written memoir is destined to become a classic in its genre.

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of selling. Learn  
how emotional  
intelligence and  
the development of  
these critical soft  
skills improve sales  
leadership  
effectiveness and  
outperforms  
doubling down on  
more sales  
technology tools

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and fads. The missing link is in hiring for and developing emotional intelligence skills in sellers and sales leaders. Emotional Intelligence for Sales Leadership will connect with anyone charged with growing sales in business-to-



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business or business-to-consumer sales. Emotional Intelligence for Sales Leadership: Shows sales leaders why 'real world' empathy and emotion management are the key to building strong relationships with their sales team.

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Offers simple steps on how sales leaders create sales cultures that embrace feedback and change through the development of critical emotional intelligence skills. Provides guidance on how to identify key emotional intelligence skills

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needed in your hiring process to build resilient sales teams. Walks readers through the process of training sales teams on soft skills that ensure the consistent execution of the right selling behaviors.

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that developed

after the Geneva

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operations in the

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relevant military

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and political developments. The author enjoyed access to the official records of the period and examined personal papers, interviews, other documentary sources, and miscellaneous published materials. Useful not only as a study

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of military assistance but as a view of the Army as an agent of national policy, this volume is a fitting introduction to the overall study of the conflict in Vietnam.

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