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Science Of  
Selling Proven  
Strategies To  
Make Your Pitch  
Influence  
Decisions And  
Close The Deal  
To Make  
Your Pitch  
Influence  
Decisions

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**And Close  
The Deal**

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influence  
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Insight Series Why

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selling\\" by David  
Hofield book  
review.5 Killer  
Sales Techniques  
Backed By Science

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Client says, \"Let  
Me Think About it.\  
and You say, \"...\"

*The psychological  
trick behind getting*

*people to say yes  
How To Sell A*

*Product - 5*

*Practical Strategies  
To Sell Anything*

*Social Media Won't  
Sell Your Books - 5*

*Things that Will*

*The Mindset of Top*

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Sales People  

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Using the Law of  
Reciprocity and  
Other Persuasion  
Techniques  
Correctly Brian  
Tracy - Sales  
Secret Principles  
GREAT! Sales  
Excellence - How to  
become a Great  
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*BiggerPockets*  
Even

*Business Podcast*

23 David Hoffeld

Presents the Pitch

*Science of Selling*

*at the IES, Oct 20,*

2017 What You

Need To Know To

Be Better At

Sales—There's A

Science To It How

~~to Write a Book: 13~~

~~Steps From a~~

~~Bestselling Author~~

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~~The SCIENCE Of  
Selling With Our  
SUBCONSCIOUS~~  
The Science Of

Selling Proven  
Blending cutting-  
edge research in  
social psychology,  
neuroscience, and  
behavioral  
economics, The  
Science of Selling  
shows you how to  
align the way you

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Strategies To  
Make Your Pitch  
Influencers And  
Decisions And  
Close The Deal

Sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based

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approach connects  
the dots between  
science and  
situations

salespeople and  
business leaders  
face every day to  
help ...

The Science of  
Selling: Proven  
Strategies to Make  
Your ...

The Revolutionary

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Sales Approach  
Scientifically  
Strategies To  
Proven to  
Dramatically  
Pitch  
Improve Your Sales  
and Business  
Decisions And  
Success. Blending  
Close The Deal  
cutting-edge  
research in social  
psychology,  
neuroscience, and  
behavioral  
economics, The  
Science of Selling



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Shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales.

The Science of  
Selling: Proven  
Strategies to Make

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Your ... Proven

Blending cutting-edge research in social psychology, neuroscience, and behavioral economics, The Science of Selling shows you how to align the way you sell with how our brains naturally form buying decisions,

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dramatically  
increasing your  
ability to earn more  
sales. Unlike other  
sales books, which  
primarily rely on  
anecdotal evidence  
and unproven  
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evidence-based  
approach connects  
the dots between  
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situations

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help ...

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Proven Strategies  
to ...

I talked with David  
Hoffeld, author of  
The Science of  
Selling, Proven  
Strategies to Make

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Your Pitch,  
Influence  
Strategies To  
Decisions, and  
Close the Deal,  
about what he  
learned from  
nearly a decade of  
research...

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Sales Strategies |  
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The Revolutionary  
*Page 21/101*

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Sales Approach  
Scientifically  
Strategies To  
Proven to  
Dramatically  
Pitch  
Improve Your Sales  
and Business  
Success Blending  
cutting-edge  
research in social  
psychology,  
neuroscience, and  
behavioral  
economics, The  
Science of Selling

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neuroscience, and  
behavioral  
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sell with how our  
brains naturally  
form buying  
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Selling Proven  
Strategies To  
Make Your Pitch  
Your ...

Selling Becomes a  
Proven Science The  
reason that  
modern sales  
training is so inept  
is because it  
blatantly ignores  
and often conflicts  
with proven  
science. Most sales

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people are surprised to learn that within the last few decades there have been thousands of scientific studies focused on obtaining an exact understanding of the causal factors

Integrating Proven  
S and Sales -

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Science-Based  
Sales  
Strategies To  
Make Your Pitch  
Influences  
Decisions And  
Close The Deal

selling is as a sales  
technique that  
includes social  
psychology,  
neuroscience, and  
behavioral  
economics. This  
new approach to  
sales is based on  
tried-and-tested  
scientific methods

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to help boost your  
performance as a  
sales person in  
every part of the  
buying process.

Decisions And  
21 Powerful Sales  
Techniques

(Backed by  
Scientific  
Research)

The Science of  
Social Selling: 5  
Studies that Prove

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the Power of Social

1. Influential  
Strategies To  
Incidentals. A  
Make Your Pitch

social selling report  
from researchers at  
the University of  
British Columbia  
concluded... 2.

More Sales in Less

Time. Social

networking excels

at shrinking the

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align the way you  
sell with how our  
brains naturally  
form buying  
decisions,  
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ability to earn more  
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taken action  
against several  
companies selling  
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products because  
they (1) contained  
illegal, potentially

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were marketed  
using false claims  
that they could  
treat serious  
diseases; or (3) in  
the case of medical  
devices used for  
colon cleansing,  
were marketed for  
unapproved uses.



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shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence

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and unproven  
advice, Hoffeld's  
evidence-based  
approach connects  
the dots between  
science and  
situations  
salespeople and  
business leaders  
face every day to  
help you  
consistently  
succeed, including  
proven ways to: -

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Engage buyers' emotions to increase their receptiveness to you and your ideas

- Ask questions that line up with how the brain discloses

information - Lock in the incremental commitments that lead to a sale -

Create positive

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influence and  
reduce the sway of  
competitors -  
Discover the  
underlying causes  
of objections and  
neutralize them -  
Guide buyers  
through the  
necessary mental  
steps to make  
purchasing  
decisions Packed  
with advice and

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anecdotes, The  
Science of Selling  
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cutthroat selling  
environment,  
advance their  
business goals, or  
boost their ability  
to influence others.

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sell with how our  
brains naturally  
form buying  
decisions,  
dramatically  
increasing your  
ability to earn more



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Selling. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based approach connects the dots between science and situations salespeople and business leaders face every day to

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help you Proven  
consistently  
Strategies To  
succeed, including  
Make Your Pitch  
proven ways to: -

Engage buyers'  
emotions to  
Decisions And  
increase their  
Close The Deal  
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- Ask questions  
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information - Lock

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Create positive  
influence and  
reduce the sway of  
competitors -  
Discover the  
underlying causes  
of objections and  
neutralize them -  
Guide buyers  
through the  
necessary mental

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environment,  
advance their  
business goals, or

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boosting their ability  
to influence others.

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sales books, which  
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primarily rely on  
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science and

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- Engage buyers' emotions to increase their receptiveness to you and your ideas
- Ask questions



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Create positive  
influence and  
reduce the sway of  
competitors -  
Discover the  
underlying causes  
of objections and

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Guide buyers  
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is an essential  
resource for  
anyone looking to  
succeed in today's

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advance their  
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business goals, or  
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to influence others.  
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A revolutionary  
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your sales! Sales is not just about logic and emotion.

Extraordinary salespeople are top earners because they understand the deeper levels of the brain and how buyers think.

Global sales expert John Asher explores these hidden biases and

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brain stimuli, and provides tips and techniques to:

- Increase your likeability
- Steer a profitable conversation
- Stand out from the competition
- Win customers for life!
- Discover real sales success and bring new value to your company!

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This groundbreaking book describes the Lean journey as it extends to a business area that is mission critical, yet has been virtually untouched by the Lean transformation.

Lean for Sales:  
Bringing the

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Science of Lean to  
the Art of Selling  
provides sales  
professionals, and  
their management  
teams, with a  
structured, fact-  
based approach to  
boosting sales  
close rates and  
delivering  
improved business  
value to customers.  
The time-tested

Access PDF The Science Of Selling Proven techniques described in this book have been proven to deliver profound results. In fact, it is not uncommon for sales close rates to see a threefold increase over current rates as a result of using the techniques



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described in this  
book. After reading  
the book, you will  
understand how to  
integrate the  
science of Lean  
with the art of  
sales to: Create  
winning sales  
proposals Use Lean  
selling storyboards  
to confirm what is  
truly valuable to  
your client and

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their business  
Improve sales team  
collaboration

Define and qualify  
a client's unique  
business problems  
and goals Manage  
sales process

performance using  
a multi-dimensional  
measurement  
system that looks  
beyond sales  
revenue to include

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client value and  
process

effectiveness This  
book outlines an

innovative and

proven approach to  
creating a common

language with your  
customers that is

based on waste

elimination, root

cause analysis, and

time to value.

Making the

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based, rather than  
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selling manual  
presents tools that  
will enable sales  
professionals, and  
their managers, to  
collect sales  
opportunity data  
early and discard  
those leads that

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will ultimately  
waste valuable  
time and  
resources.

## Influence

Sales managers  
have the most  
difficult job in the  
businessworld.

They are  
responsible not just  
for revenue, but  
also for the hiring,  
coaching, training,

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and deployment of the employees whomust generate it. Before the advancements that inspired Scientific Selling, sales managers had few tools to help them succeed at thesedisparate yet essential tasks.

Today, however, the scientificappro

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aches described in  
this book allow  
sales managers to  
more effectively  
measure, refine,  
and improve every  
aspect of the  
sales environment!

Using easily-  
understood  
examples,  
graphics, charts,  
and explanations,  
Scientific Selling

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describes how to:  
Predictably  
Strategies To  
Make Your Pitch  
Influence  
Decisions And  
Close The Deal  
improve sales  
results. Attract and  
retain top sales  
performers.  
Sharply decrease  
employee turnover.  
Spend sales  
training dollars  
more wisely. Better  
target sales  
coaching efforts.  
Move into



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consultative selling  
more quickly. And  
much more.

Scientific Selling  
features over a  
dozen case  
studies illustrating  
exactly how

scientific  
measurement and  
testing  
have improved  
sales performance  
within different

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kinds of sales  
groups inside  
multiple industries.  
Strategies To  
Make Your Pitch

WALL STREET  
JOURNAL  
BESTSELLER! IF  
YOU'RE IN SALES,  
FEAR HAS COST  
YOU MILLIONS OF  
DOLLARS, AND  
THIS BOOK IS FOR  
YOU. Fear is the  
reason most

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Salespeople don't like to pick up the phone (salespeople average just four hours per week on the phone, and our job is to talk to humans!). Fear is the reason we don't ask for the business more, even though our customers want to buy from us. Fear

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is the reason we  
don't offer our  
customers

additional products  
and services, even

though they would  
love to buy more

from us. This book  
deals with that

fear. You will learn  
exactly how to

overcome this  
destructive fear in

sales, and replace

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it with confidence,  
optimism,  
gratitude, joy, and  
proactive sales  
work. These are  
the powerful  
principles in the  
new field of  
positive psychology  
which are  
transforming how  
we work and  
succeed. Selling  
Boldly is the first

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book that  
leverages positive  
psychology to help  
you sell more.

You'll also learn a  
series of fast,  
simple sales-  
growth

techniques—like  
how to add on to  
existing orders;  
and how to close  
20% more quotes  
and proposals

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instantly; and how to properly ask for and receive referrals—that will grow your sales...dramatically and quickly. Alex Goldfayn's clients grow their sales by 10-20% annually, every year, as long as they apply his simple approaches.

**YOU ALREADY**

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KNOW WHAT TO  
DO I am not going  
to teach you much  
in this book that  
you don't already  
know. You're a  
professional  
salesperson. You  
do this for a living.  
You know, for  
example, that  
testimonials and  
referrals are  
among the best



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ways we have to  
grow sales, right?  
But do you ask for  
them enough?

Most people don't.  
You know that  
calling a customer  
on the phone is  
more effective than  
emailing her, but  
you still often  
revert to email.  
You know your  
customers buy

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Selling Products and  
Services that you  
can help them  
with, but you don't  
ask them about  
these products.  
You'd like to help  
them, and they  
would like more of  
your help — that is  
why they've been  
with you for five or  
ten or twenty years  
— but nevertheless

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we don't ask them.

There is a  
difference between  
knowing what to

do, and actually  
doing it. I know you  
know. With Selling  
Boldly, we start to

do what we already  
know. We will

cover what keeps  
us from doing

these things (fear),  
how to overcome it

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(by listening to your happy customers), and how to implement these simple but powerful sales growth techniques (by briefly planning them, also doing them). Because sales growth comes from doing, not knowing.

Today, we start

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doing. And growing. These approaches are laid out in this book, in precise detail, for you to implement in your own work. Alex doesn't hold anything back in this manual for selling more.

What's the secret to selling more?

There is no secret.

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There is no magic bullet. There is only the work. There are only the mindsets, and the communications. In *Selling Boldly*, Alex teaches readers how to attain these mindsets, and how to implement these communications, so that sales have no choice but to

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Providing a system  
that gives

customers more  
measurable  
benefits than  
competitors,

Costell shows how  
sales professionals  
can make fewer  
calls and win  
higher-profit  
orders. Filled with

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examples and case studies, the book shows how to build value-driven solutions from the perspective of customers' goals rather than the products and services being offered.

The fast-track MBA  
in sales Imagine



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having instant  
access to the  
world's smartest  
thinking on sales -  
and being shown  
exactly what to do  
to guarantee that  
you get your own  
selling right, every  
time. Sales Genius  
makes it easy to  
apply what  
researchers know  
about brilliant

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Selling to the real  
world. 40 chapters  
based on hundreds  
of cutting-edge

business and  
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Strategies To  
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showing you how  
to apply it for  
yourself. In Sales,  
conventional  
wisdom often says  
one thing while  
research says  
another. Sales  
Genius cuts  
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to bring you proven  
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techniques for

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applying it that will simply make you a better salesperson. Quick to read and intensely practical, this book will bring a little sales genius into your day.

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Assassin 'As a sales  
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impressed by the  
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research which

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can double your  
sales, even if you  
don't have time for  
an elaborate new  
sales system.

When you spend  
your days  
scrambling to take  
orders and  
resolving customer  
issues, there is  
little time for new  
sales techniques.

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This book is for you. In 5-Minute Selling, Alex Goldfayn describes how thousands of his clients and workshop attendees have generated dramatic annual sales growth with short bursts of action throughout the day. With three-



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Second efforts  
throughout the  
day, you can add  
50 to 100% to your

sales. The  
techniques in this  
book are simple  
but powerful: You'll  
learn the power of  
picking up the  
phone proactively  
to call customers  
and prospects  
when nothing is

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wrong, because almost nobody does this You'll get approaches for offering customers additional products and services—and asking about what else they are buying elsewhere—because almost nobody does this either You'll also learn about the low-

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tech but incredibly effective singular impact of the handwritten note In short, 5-Minute Selling is about showing customers and prospects that we care about them more than our competition does with simple, repeated, lightning-fast, high-value,

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communications.  
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BOOK: 5-Minute  
Selling lays out a  
Two-Week  
Challenge for you  
implement in your  
sales work. Follow  
the detailed  
process for five  
minutes per day,  
for 10 working

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days (less than one total hour of time), and, like thousands before you, you will begin to see dramatic improvements in your sales growth.

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