



# Easy Step by Step Guide to Successful Selling (Easy Step by Step Guides)

*Pauline Rowson*

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We are all in the business of selling. Selling our products and our services, selling our company and especially selling ourselves. So whether you are selling business to business, or business to consumer this book will show you in simple steps how to close more sales and win more business. It covers: \* how to build better rapport with your prospects \* how to sell to the right people \* how to use a sales structure that works \* how to overcome objections \* how to read and understand body language \* how to close the sale and come away with the business.

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