



52 Weeks of Sales Success: America's #1 Salesman Shows You How to Send Sales Soaring

Ralph R. Roberts, Joe Kraynak

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52 Weeks of Sales Success, 2nd edition is based on Roberts' series of popular weekly sales seminars originally offered to his staff. Ralph now delivers the same energy and sales-generating wisdom and closing tools to everyone who is committed to achieving his or her full potential. In this second edition, Ralph has expanded and updated the material to address issues important to today's salespeople and reveals his field-proven strategies for selling in the 21st Century:

- Stop thinking like an employee and start thinking like an entrepreneur
- Surround yourself with positive people
- Develop systems and procedures
- Hire an assistant, so you can concentrate on clients
- Know your product, yourself, and your client
- Under-promise, over-deliver
- Turn problems into opportunities

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