



**Sales: The Art of Selling: The Secrets that Top Sellers Don't Want You to Know About Increasing Sales, Income, and Profits (Sales, Income, Profits, Selling, Negotiating, Business, Salesmanship)**

*Dean Walton*

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**Was there ever a time when a sales person approached you and tried to sell you their product? What was your reaction? Were you quick to agree to everything the sales person said, or buy the product he or she was selling? It is with absolute certainty that your initial reaction was to put your guard up and not take the sales person's word for it.**

**Trying to get a person to make that buying decision is one of the hardest things in the world to pull off. It has been every sales person's struggle; to be able to get a person to trust them and see the benefits of what they are selling, and then buy.**

**Contrary to what most people believe, selling is not something that is hard to master. With the right attitude and mindset, a sales person will be able to help people with their problem and at the same time create a business.**

### **In the book you will Learn:**

- How create and find prospects to sell to
- How to turn suspects into prospect (Hint: the two are different)
- How to increase your sales conversion rate by more than 100%
- How to brush up and improve your selling techniques
- How to use elevator statements
- How to close every deal and opportunity put in front of you

**This book is about the techniques involved on how to achieve just that; a successful sales career. This book will teach you the secrets that top sales people don't want you to know about increasing sales, income, and profits.**

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**Jason Carr:**

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**Duane Harden:**

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