

'An excellent book for those new to the profession and for those wanting to improve their sales management skills.'  
Frank Salisbury, Chairman of Business & Training Solutions International



# THE SALES BOOK

FINDING CUSTOMERS BUILDING RAPPORT CLOSING A DEAL SETTING SALES STRATEGY  
MANAGING AND MOTIVATING A SALES TEAM RECRUITING THE RIGHT PEOPLE  
COACHING FOR PERFORMANCE

GRAHAM YEMM



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## Praise for *The Sales Book*

*'The Sales Book* is a thorough guide with surprising and profound advice gathered from the author's many years of practical experience. Good routines and personal integrity are fundamental to long term sales success, and the experienced reader receives a timely reminder of these disciplines.'

**Tim Last, Regional Managing Director, Duke Corporate Education**

'A great handbook for those interested in starting a career in sales, those needing a checklist to recruit in sales and those in sales management roles. The pitfall so often with seasoned sales people is to think one already knows the basics. This book reminds us that there's always merit in a refresher.'

**Agnes Nagy, former sales director for a global packaging company**

# The Sales Book PDF eBook

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