The Sales Persons Secret Code: The Belief Systems that Distinguish Winners

Mills, I., Ridley, M., Laker, B., Chapman, T. (2017) The Sales Persons Secret Code: The Belief Systems that Distinguish Winners. LID Publishing, London, UK, 240 pp. ISBN 978-1-911498-00-1. (The full text of this publication is not currently available from this repository. You may be able to access a copy if URLs are provided) (KAR id:66282)

Abstract

This book is for any sales professional, or indeed anyone involved in the sales process of their company, who wants to learn the secrets of successful selling. It is based on 20,000 hours of comparative analyses across the spectrum of performance and interviews some of the world's most iconic salespeople. They share their personal opinions and conclusions drawn from their experience at organizations including Adidas, Cisco, Clarify, Deloitte, GSK, JO Morgan, Microsoft, Oracle, Steinway & Co., ands Vodafone. The authors present the most rigorous global evaluation of how salespeople behave and how they are driven. In doing so, they reveal the secret code behind consistent, high-level success in sales.

Item Type: Book

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