



The Sales Book: How to Drive Sales, Manage a Sales Team and Deliver Results

Graham Yemm

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SELLING AND SALES MANAGEMENT IN ACTION

The Sales Book picks out the top challenges that you are likely to face and shows you how to maximise your own performance and that of a sales team. Every challenge is broken down into user-friendly advice that follows a clear structure:

- # The objectives of each section
- # An overview of the main principles
- # What you need to do to achieve success
- # A speed-read checklist to help you remember key points

Whether you're looking for practical sales techniques or advice on how to build a sales strategy, this easy to use guide is a must-have for those involved in sales at any level.

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