



Million Dollar Selling Techniques

The Million Dollar Round Table Center for Productivity

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You've heard from the rest, now learn from the best-Million Dollar Selling Techniques As the one who provides the vital link between the product or service provider and the customer, you, the sales professional, are the backbone of the modern business enterprise. Now, learn how to take your selling skills to a bold new level of excellence from some of the most successful sales professionals in the world. Based on interviews with members of the prestigious Million Dollar Round Table-the top six percent of the international life insurance sales industry-Million Dollar Selling Techniques features fascinating and instructive "war stories," proven selling strategies and techniques, and step-by-step guidance on:

- * Enthusiasm, conviction, and other key psychological factors
- * Self-motivation techniques
- * 10 common career traps and how to avoid them
- * Breaking slumps
- * Overcoming call reluctance and fear of self-promotion
- * Cold calling and obtaining interviews

No matter what product or service you sell, you won't want to be without this authoritative guide to the art and science of effective selling techniques. Hone your selling skills to a razor-sharp edge with Million Dollar Selling Techniques. Also available in the Million Dollar Round Table series: Million Dollar Prospecting Techniques Paper * 0-471-32550-3 * \$16.95 USA/\$26.50 CAN Million Dollar Closing Techniques Paper * 0-471-32551-1 * \$16.95 USA/\$26.50 CAN

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