

No B.S. Sales Success in The New Economy (NO BS)

By Dan S. Kennedy


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In The New Economy, only a select few will gain and keep membership in the elite sales fraternity enjoying the top incomes, the greatest security, the most independence and power, and the highest status. And, who better to show you how to get in than “Millionaire Maker” Dan Kennedy? Kennedy covers:

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- Put the awesome power of TAKEAWAY SELLING to work—in any environment
- If you’re in a commodity business, get out!—how to Re-Position, escape commoditization, and safeguard price and profits in the heightened competition of The New Economy
- The One Thing to do, to leverage The New Economy’s “Chaos of Choices” to your benefit
- How Dumb Salespeople Work 10X Harder Than Necessary, by under-utilizing this one tool
- The 6-Step No BS Sales Process: finally, a reliable system you can stick with!
- 6 Ways Sales Professionals Sabotage Themselves
- BS that Sales Managers shovel onto salespeople—beware!
- How to switch from One-to-One to One-to-Many with Technical Tools
- 8 Steps to getting past any “No”
- How to CREATE TRUST (FAST) in the trust-damaged, post-recession world

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No B.S. Sales Success in The New Economy (NO BS) By Dan S. Kennedy Bibliography

- Sales Rank: #86707 in Books
- Published on: 2010-01-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .57" w x 6.00" l, .85 pounds
- Binding: Paperback
- 250 pages

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Editorial Review

About the Author

Dan Kennedy (Phoenix, AZ) is internationally recognized as a “millionaire-maker,” helping people in just about every category of business turn their ideas into fortunes. He is a leading consultant to other consultants and small business owners who hold influence over more than one million business owners.

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