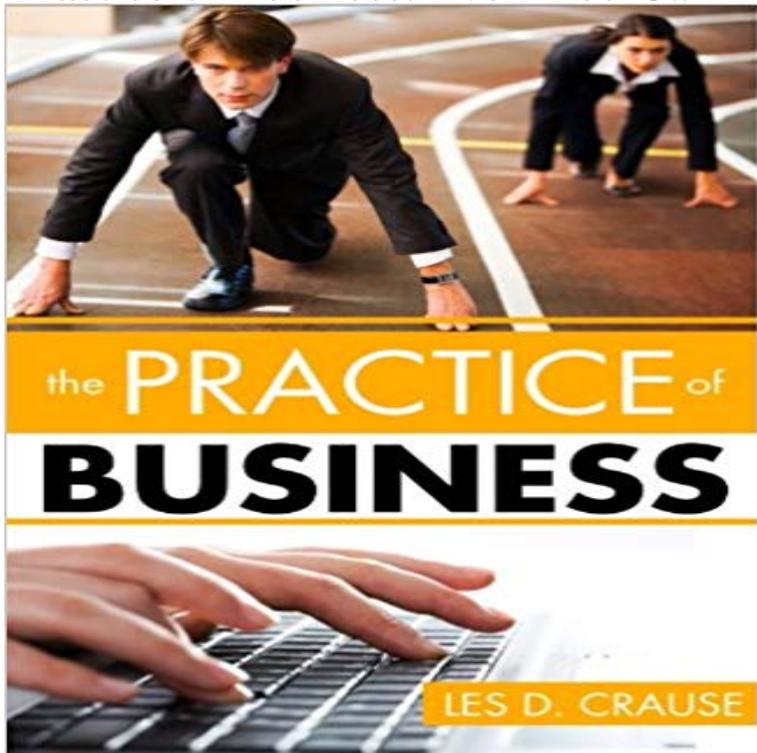


Practice of Business: Even You Can Learn To Sell Easily



Selling is the Main Function of a Business Person If You Thought You Were Not Capable of Selling Think Again! You Will Learn To Not Only Sell, But Do It Well The practice of business involves the exchange of products for money. This means that the process of selling is central to all business activity. Selling is probably the one part of business that scares most people away. Yet it is a basic function of human life, and something that we all do each day without realizing it. Les D. Crause takes away the mystery and fear of selling by explaining the simple principles that will help you to sell easily without fear. In the process he also shows you how to address the weaknesses that are preventing you from being effective in this area. Selling is as easy as climbing stairs. Take one at a time and you will get to your destination. Leave one out and you will stumble and fall. You will also learn to use the knowledge of Temperaments that you gain in the Psychology in Business Series to sell effectively to any kind of person you meet. He also addresses one of the most difficult aspects of selling - the use of sex appeal, and how to sell to the different genders. You will learn to see members of the opposite sex differently after doing this course. Influencing and Persuading others is both an art and science. Understanding how to this works makes the whole process so much easier. You will know how to do this to get others to respond to you and this will help you to build a successful business.

Content Details:

1. Climbing the Stairs of Selling
2. Temperamental Selling
3. Selling With Sex Appeal
4. Influence and Persuasion in Selling
5. Making Sales Calls

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