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How I Raised Myself from Failure to Success in Selling (New edition)

By Frank Bettger

Simon & Schuster. Paperback. Book Condition: new. BRAND NEW, How I Raised Myself from Failure to Success in Selling (New edition), Frank Bettger, What are the selling secrets that raised Frank Bettger from initial failure to unparalleled success, and fame, as one of the highest paid salesmen in America? Encouraged to tell his story by admiring colleague Dale Carnegie, Bettger reveals his proven success formula so that you too can work magic with sales - and multiply your income and happiness a thousandfold! Inside you will find instructive examples and step-by-step guidelines on how to develop the style, spirit, and techniques of a first-rate salesperson. No matter what you sell, your on-the-job performance and profits will increase dramatically when you apply Bettger's keen insights on:
* The power of enthusiasm * How to conquer fear * The key word for turning a sceptical client into an enthusiastic buyer * The quickest way to win confidence * How to deliver a winning sales talk * Seven golden rules for closing a sale.



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