



Hardball Selling: How to Turn the Pressure on, without Turning Your Customer Off

Robert L Shook

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Hardball Selling: How to Turn the Pressure on, without Turning Your Customer Off Robert L Shook
Straightforward secrets and strategies for salespeople who want to join the winning top 5 percent of the sales force

- Get your foot in the door
 - Control the sale without manipulation
 - Create a sense of urgency
 - Let the buyer participate
 - Learn the crucial subtleties of an aggressive approach
 - Target the biggest sales
 - Sell abroad
- And much more

For many companies, 20 percent of their sales force generates 80 percent of their sales volume. In this hands-on guide, Robert L. Shook, a master salesman, teaches the high-pressure strategies that mean the difference between a super seller and a salesperson. The methods spelled out in this book describe what it takes to be in the elite 5 percent.

In *Hardball Selling*, Shook inspires all salespeople to dare to be different and master hard selling without browbeating or offending customers. Shook spent 17 years in the trenches perfecting his successful strategies. Using the four basic principles of hardball selling, he guides you through all the steps, from getting past the "gatekeeper" to the single-minded tactics necessary to close a sale.

"Shook's *Hardball Selling* is provocative and controversial—and filled with wonderful selling tips. I highly recommend it to every salesperson."—Martin D. Shafiroff, the world's No. 1 stockbroker

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Moses Bean:

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Charles Shin:

In this particular era which is the greater man or who has ability to do something more are more valuable than other. Do you want to become considered one of it? It is just simple way to have that. What you should do is just spending your time not much but quite enough to have a look at some books. One of the books in the top list in your reading list is usually Hardball Selling: How to Turn the Pressure on, without Turning Your Customer Off. This book which is qualified as The Hungry Inclines can get you closer in growing to be precious person. By looking right up and review this guide you can get many advantages.

Anita Rodriguez:

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