



The Pocket Sales Mentor: Proven Sales Strategies at Your Fingertips (SellingPower Library)

Gerhard Gschwandtner

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Don't let this book's small size fool you. *The Pocket Sales Mentor* packs a powerful punch, delivering field-tested strategies to help you hone 26 key sales skills. With these skills under your belt, you'll be able to handle every sales situation with confidence and to close more deals.

Whether you're in the field or back at your desk, *The Pocket Sales Mentor* gives you the expertise to handle every aspect of the sales process, including ways to

- Make presentations that win over every customer and market
- Build relationships that keep clients coming back
- Use voice mail, e-mail, and other correspondence to effectively sell when you're not there
- Write creative sales letters and proposals for every transaction
- Negotiate to make the best deal possible
- Handle price and other common objections
- Turn every obstacle into an opportunity to sell

Everyone can use a professional mentor. *The Pocket Sales Mentor* gives you one at your side, to help you tackle every sales challenge that comes your way. You'll stay motivated, passionate, and confident during every sale-and every step in your career.

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