

Weekly Ad This Month

Roman Wölfel

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Super Market Merchandising ,1941 **Sales for the Self-employed** Martin Edic,1997 When you are self employed you are the business Because your success is often based on your relationships with clients suppliers and the community sales skills are essential However many self employed people are not secure or comfortable with their selling abilities In Sales for the Self Employed author Martin Edic reveals to readers his six step action process that ensures every sale Writing from his own experience as a small business owner Edic explains that many people dislike sales because of a general misunderstanding about what sales really is Selling is not talking people into things they don t want says Edic selling is offering them solutions to problems they face and making it easy for them to acquire these solutions Edic includes information about prospecting customer profiling telephone sales follow up and improving your product Other chapters include First Contact Fear and Rejection Your Sales Plan NegotiationDivided into three sections Sales for the Self Employed is a sales instruction guide for both the non sales professional and the professional with substantial sales experience About the Author Martin Edic is a marketing consultant with sixteen years of sales experience His previous book Marketing for the Self Employed a companion to this book is also from Prima

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