

**MIGHTY MANAGER**

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THE

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# SALES SUCCESS HANDBOOK



**20 LESSONS TO OPEN  
AND CLOSE SALES NOW**

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LINDA RICHARDSON

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# *The Sales Success Handbook*

✓ *20 Lessons to  
Open and Close  
Sales Now*

GIFT OF THE ASIA FOUNDATION  
NOT FOR RE-SALE  
QUÀ TẶNG CỦA QUỸ CHÂU Á  
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## Sales Talk

**S**ales talk. What is it? It is more than you talking. Sales talk takes two. It is not a monologue. It is a dialogue. It is a customer-centered exchange of information that begins and ends with the customer whose needs must drive the conversation.

You have a sales approach you use consciously or unconsciously every day. How open are you to looking at your sales talk up close? If you are open, these lessons can help you assess yourself, spot your strengths and weaknesses, and change your sales talk. You will tap into your natural skills, leverage your knowledge, and sell more by creating compelling dialogues with your customers.

You are probably thinking, “But I already do all that.” And it is likely that you do. But how are you keeping up with the changes that are occurring everywhere around you—with your customers, your competitors, your markets, and your own organization?