

The Definitive Guide to Selling with Integrity

# SUPREME SUCCESSFUL SELLING

**DISCOVERING THE MAGIC INGREDIENT**

Ensuring the Sale • Taking the Fear Out of Asking  
Ten Pitfalls to Avoid • The Three Magic Questions  
Getting the Appointment • How to Ask for the Order  
Overcoming Objections • Listen—Don't Talk  
The Magic 7 Minutes • The Golden Rules of Selling  
The Four Es That Make a Great Salesperson

**JEROLD PANAS**

**AUTHOR OF *ASKING***

# SUPREME SUCCESSFUL SELLING

DISCOVERING THE MAGIC INGREDIENT



GIFT OF THE ASIA FOUNDATION  
NOT FOR RE-SALE

QUÀ TẶNG CỦA QUỸ CHÂU Á  
KHÔNG ĐƯỢC BÁN LẠI



## JEROLD PANAS



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