



## SuperSTAR Sales

*Rick Conlow, Doug Watsabaugh*

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# SuperSTAR Sales

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## **SuperSTAR Sales** Rick Conlow, Doug Watsabaugh

Do you want to be more successful? Achieve record breaking sales? Make more money right now? Are you committed to learning more about your customers and improving your skills and approach to helping them?

Salespeople are some of the least trusted professionals of any career. That's an opportunity for you! By using this book as your guide, you can substantially differentiate yourself from your competition.

This 31-day book teaches the skills and habits of sales stars in bite-sized chunks you can learn and apply today. It challenges conventional sales thinking and leads you to a path of greatness.

SuperSTAR Sales will teach you:

- \* A five-step selling model that focuses on the customer's needs but also helps you win
- \* An evaluation process to determine if you are among the best or the rest
- \* How to capture and keep more business in a challenging market
- \* How to deal with objections using the LEAD Model that lessens the stress for your customers and you
- \* The ten competencies of a superstar leader
- \* How to become a high-performing sales star and exceed your goals

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