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5 Basic Principles of Selling | Inc.com
The 5 selling fundamentals are what you need do on every sales call
regardless of the form of the sales call you're making. It can be in
an email, on the phone, face-to-face, or for that matter, these also
apply to text messages and voicemail. When we get these fundamentals
correct, it is amazing what can and will happen.

Fundamentals of Selling: Customers for Life Through ...
IMHO, selling can be boiled down to the following basic principles: 1.
Selling is 60 percent listening and 40 percent talking. When you're
having a conversation with a customer, your main goal is...

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Dr. Futrell has written or co-written eight successful books for the college and professional audience. Two of the most popular books are Fundamentals of Selling: Customers for Life through Service, twelfth edition, and ABC's of Relationship Selling through Service, twelfth edition, both published by McGraw-Hill/Irwin.

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