



Perfect Phrases for the Sales Call, Second Edition (Perfect Phrases Series)

Jeb Brooks, William Brooks

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This fully revised second edition of the popular *Perfect Phrases for the Sales Call* provides an arsenal of persuasive language and word-for-word practice scenarios to help you address any challenge. Learn the most effective language for:

- Getting past gatekeepers and selling to the decision makers
- Presenting your product or service in the best light
- Handling objections, stalling, and other delaying tactics
- Building trust and cultivating relationships

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