



# **Crisp: Sales Training Basics, Third Edition: What You Need to Know About Selling (Fifty-Minute S)**

*Elwood Chapman, Martha Chapman*

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## **Crisp: Sales Training Basics, Third Edition: What You Need to Know About Selling (Fifty-Minute S)**

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A primer for those new to selling. You'll explore the psychology of selling, questioning techniques, closing a sale, telephone selling, and more. Through a series of lively exercises you'll learn techniques of selling and the importance of a positive attitude and self-image.

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