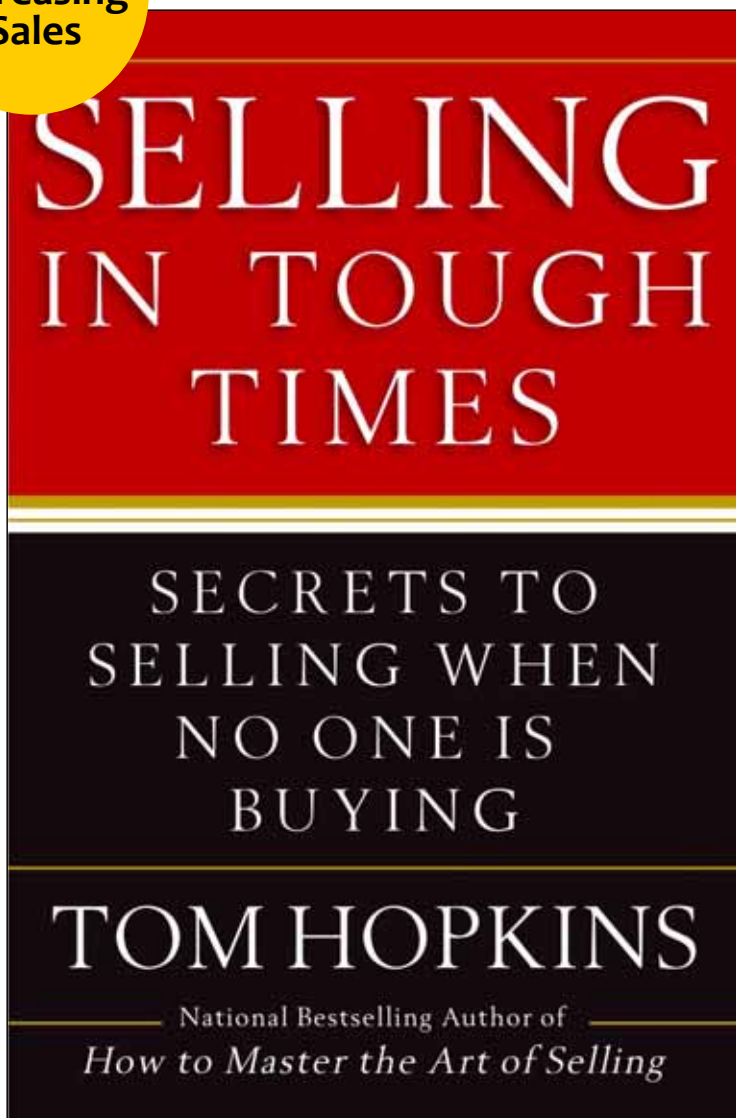


From the Author of *How to Master the Art of Selling* **SELLING IN TOUGH TIMES**

The Key to
Increasing
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SELLING IN TOUGH TIMES : SECRETS TO SELLING WHEN NO ONE IS BUYING

Tom Hopkins

From the author of the classic, million-plus seller *How to Master the Art of Selling*, creative and innovative selling strategies for today's most competitive markets.

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Success Is In Who You Know: Effectively working with existing clients to generate new leads for business is crucial to success in a challenging market.

Retaining (and Rewarding) Customers: Excellent service and consistent follow-up ensures happy customers and ongoing success.

Reducing Sales Resistance: When you find a potential client who can who can truly benefit from what you offer, it's your obligation as a sales professional to help them overcome their fears in order to not only stay in business, but to thrive.

Converting Clients from the Competition: Getting new clients away from the competition. Here are strategies for getting clients to consider you over someone else.

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