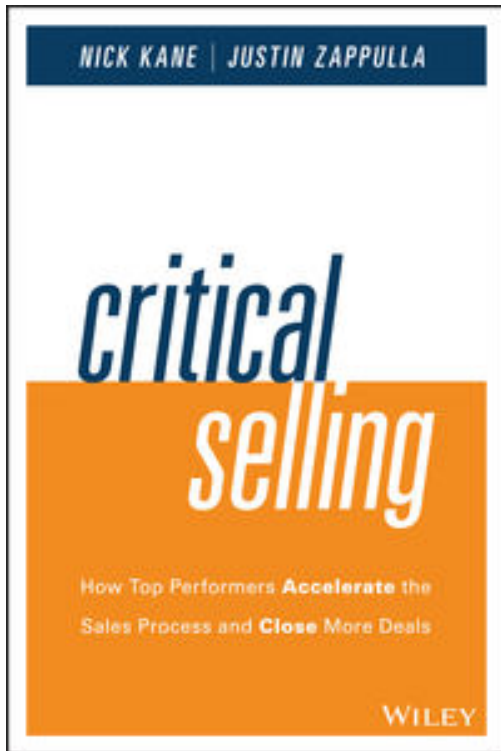


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Nick Kane & Justin Zappulla



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sales call, identify customer needs, differentiate yourself from the competition, and wrap up the sale. You'll also learn proven techniques for building rapport, overcoming objections, dealing with price pressures, and handling the million little things that can derail an otherwise positive sales interaction.

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Sales is about so much more than exchanging goods or services for cash. It's about relationships, it's about outperforming the competition, it's about demonstrating real value, and it's about understanding and solving people's problems. *Critical Selling* shows you how to bring it all together, using proven techniques based on real sales performance research.

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