



# Red-Hot Selling: Power Techniques That Win Even the Toughest Sale

*Paul S. Goldner*

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## **Red-Hot Selling: Power Techniques That Win Even the Toughest Sale** Paul S. Goldner

No matter what, where, and to whom you sell, everything you do fits into one of three phases of the sales process: Planning, Execution, and, Closing. True red-hot sellers know exactly what each phase encompasses, and the rest of us can learn in the time it takes to read this ultra-practical book. "Red-Hot Selling" presents a simple, start-to-finish sales process for new sales professionals and veterans alike. "Red-Hot Selling" also includes the author's powerful three-tiered planning process, proprietary tools including the Meeting Management Worksheet, and the best closing techniques in the business - plus can't-miss secrets for distinguishing your product or service in a competitive market. Selling may be tough, but it's not complicated. With this one-of-a-kind guide, you can streamline your job, kick-start your career, and send your earnings sky-high!



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