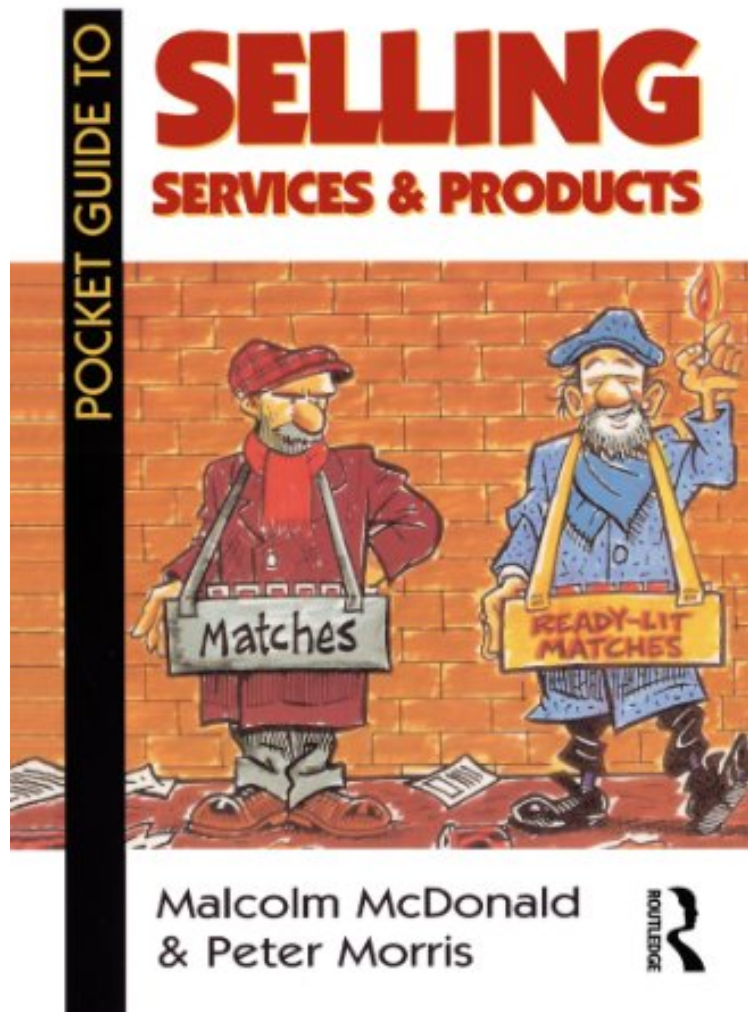


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## Pocket Guide to Selling Services and Products

*Peter Morris, Malcolm McDonald*

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'The amusing cartoon characters are shown in both sales and day-to-day situations, where the reader's confidence is

questioned. If you want to close that sale, read on.' - Business Opportunity World, January 1996 'Reading Selling Services and Products is a half-hour well spent, an entertaining introduction to the key elements of sales.' From the Back Cover This pocket guide is a cartoon book with a serious message - it explores the world of commercial transactions: selling products and services. It will take the salesperson through the course of the sales process in an informative and entertaining way. Selling Services and Products begins by establishing an understanding of customers' needs and moves through getting an appointment to meet them, to the moment when the sale is closed. It examines the differences between selling services and products and consolidates that information by an exercise at the end of each chapter. Everybody constantly makes transactions of one kind or another, so the selling process embodies a fundamental human activity - the need to persuade somebody about something, so that both parties benefit. This book will profit not only sales executives, but everyone. About the Author NDD, ATD, is an illustrator and designer of educational and training materials, head of design and manager of the Media Service Unit, University of Sussex, co-founder and studio manager of Business Training and producer of corporate videos. Peter is co-author of Finance for Small Businesses, Total Quality Management, Selling Products and Services (all published by Butterworth-Heinemann).