



**Brilliant Selling 2nd edn: What the best salespeople know, do and say (2nd Edition)
(Brilliant Business)**

Tom Bird, Jeremy Cassell

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The UK's number one sales book in 2010 - this new edition will give you the lowdown on how to be a brilliant salesperson.

Brilliant Selling will show you how to instantly improve your sales performance. Packed with practical tips and advice from sales professionals who know what works and what doesn't, you will discover trade secrets that will guarantee sales success.

As well as learning all the key skills, you will find out how to use your personality to perfect your technique and understand customer's needs so that you are always one step ahead.

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