

D. R. GILBERT

SALES ARENA

The goal of this book is to show all segments of sales in a simple way. It was created as a result of many years of sales experience of the author and it is full with applicable recommendations that have been proven in practice. Considering the fact that the complete life of all of us is composed of constant communication, the creation of connections and conflicts, and the sale of a particular attitude, idea or service, your ability to know the rules of the sales game is of great importance to your success. It will greatly improve and make easier for you to achieve your goals.

The book can educate all those who earn their income through sales and marketing. Its application can be much wider regardless of what your primary interest is, because the ability to “sell” your ideas to others can help you build your business career. Knowing the sales skills will be of great benefit to you in everyday life. It is enough to point out the fact that for person with a developed awareness of sales is a lot easier to find a job, possesses a wider circle of acquaintances, easily solve any problem, leaves a striking impression and more easily impose and realize its ideas.



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