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ABOUT THE MAGAZINE

Selling Power is the magazine most read by those who primary industry is marketing and selling. It is an invaluable tool whos goal is to increase productivity, increase revenue and improve selling skills. Each issue contains workshop articles such as how to listen for your buyers verbal closing cures, how to keep positive in spite of rejections, how to jump start customer stalls, and how to use the telephone as a contact development tool.

Selling Power is a must read for an