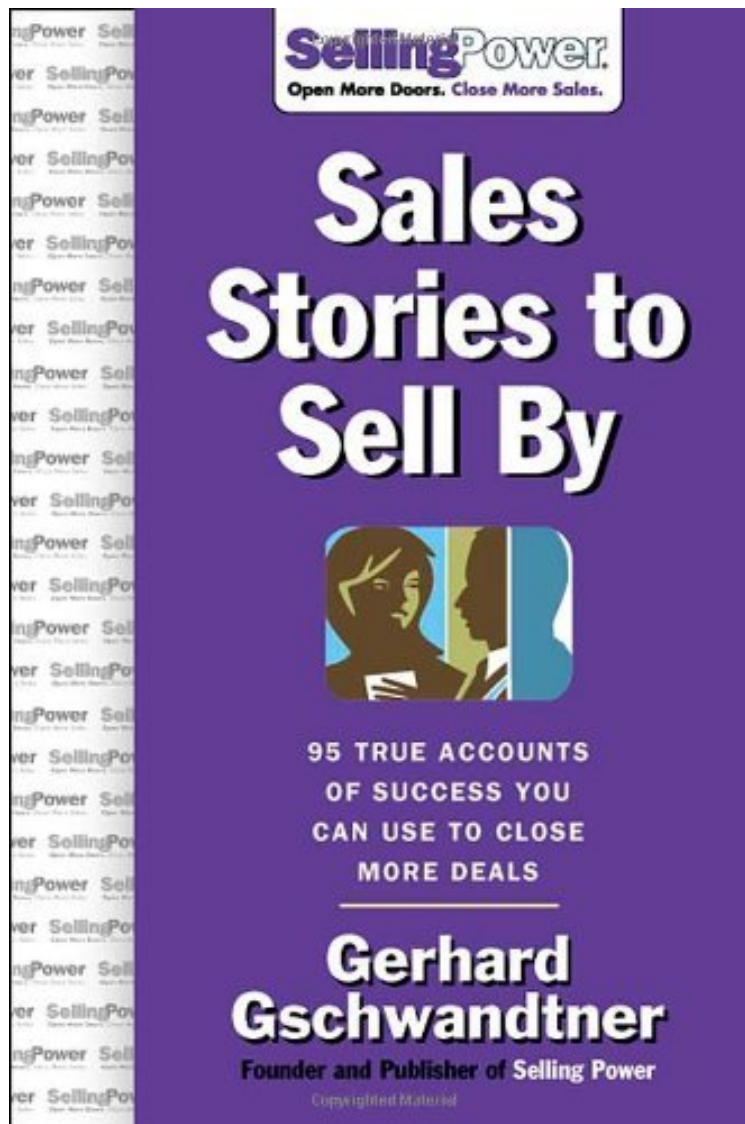


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## Sales Stories to Sell By: 95 True Accounts of Success You Can Use to Close More Deals (SellingPower Library)

Gerhard Gschwandtner

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From the Back Cover 95 real-life sales stories that will boost your creativity—and success Need some inspired ideas for reaching an elusive prospect, handling an objection, or sealing that next big deal? Great sales careers run on creative, on-the-spot selling solutions, and Gerhard Gschwandtner has collected 95 real-life sales stories from the readers of *Selling Power* magazine. Every one of these stories gives you valuable real world ideas for dealing with the tough situations most sales pros encounter. *Sales Stories to Sell By* delivers essential tools to boost success, including: Unique sales challenges, solutions, and nuggets of proven sales wisdom you can apply to your own selling situation Coverage of essential sales topics, from creative presentation ideas to closing Tips and strategies from 20 top sales pros, including Jeffrey Gitomer, Bill Cates, Marjorie Brody, and Jim Cathcart Action steps and techniques to help you build critical skills and turn every sales opportunity to your advantage About the Author Gerhard Gschwandtner has more than three decades of international sales and marketing experience. He is the founder and publisher of *Selling Power*, the world's leading sales magazine. For more books in the *Selling Power Success* library and information on the magazine, visit [SellingPower.com](http://SellingPower.com).