

# Science of Sales

Pranab Bhalla

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PRANAB BHALLA

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**Pranab Bhalla : Science of Sales** before purchasing it in order to gage whether or not it would be worth my time, and all praised Science of Sales:

A book to guide you in the most rewarding directions! Typically, the journey to becoming a master salesperson is long and painful, full of trial and error, requiring perseverance and constant self-motivation. But it doesn't have to be that way! While pundits may describe sales as an art form, the truth is that ndash; like science ndash; it is based on

core principles and practices. In order to get better at sales, a salesperson need only improve on these individual building blocks. In the Science of Sales, author Pranab Bhalla builds a logical framework for budding professionals on the process of sales. Here you will find: bull; The right psychological approachbull; The building blocks of cold calling and business developmentbull; The art of questioningbull; The sales presentationbull; Understanding buying decisionsbull; Dangling the baitAnd much, much more!Pranab Bhalla works in the Indian IT sales industry. Throughout his career, he has donned many roles in sales and business development. From selling insurance and telecom products door to door, to closing multimillion dollar transactions for large MNCs, Pranab has gone through the grind. He is based in Gurgaon and married with two children.