

# Selling For Entrepreneurs

*Kathryn Lennon*

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**Kathryn Lennon : Selling For Entrepreneurs** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling For Entrepreneurs:

Ditch outdated sales thinking and get 21st century selling techniques for 21st century sales volume: Think and act like your customer and get more sales Get fabulous sales and still be a nice person Selling For Entrepreneurs helps the reader learn from people just like them -entrepreneurs - with passion and enthusiasm for the subject, but without the

training or patience for "traditional" selling, who have lived through the rejections and knock-backs to tell the tale! It details every aspect of the sales process, from planning to presentation to closing. As well as learning nuts and bolts of selling, you'll find out how to: Develop the self-image to give you the edge in every sales situation Concentrate on the customer's emotional factors to ensure better sales results Identify your customer's most pressing concerns Position your product or service to fill those needs.