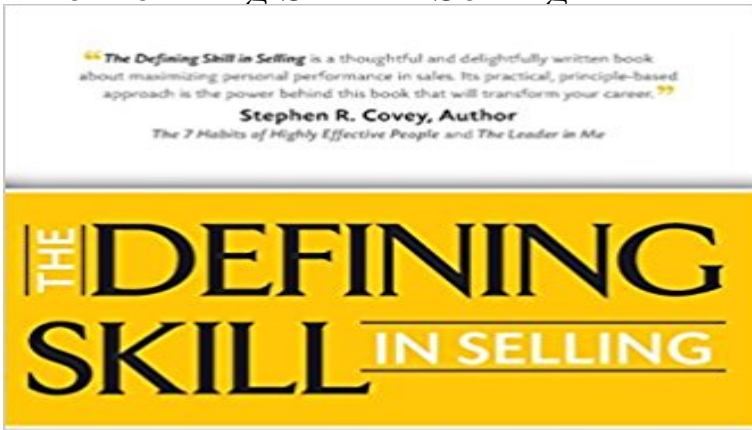


# The Defining Skill in Selling



The Defining Skill in Selling is a thoughtful and delightfully written book about maximizing personal performance in sales. Its practical, principle-based approach is the power behind this book that will transform your career.

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