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PHILIP A. GERBER

# CUT the B.S.

Learn to sell like  
a professional in just  
a few hours!

*Finally, a book written with simple  
explanations on everything you need to  
know to become a professional salesperson.*

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# Cut the B.S.: Learn to Sell Like a Professional in Less Than Two Hours

Philip A. Gerber

Philip Gerber's revenues approach is so basic that any one can discover ways to promote like a certified in exactly a couple of Cut the B.S.: Learn to Sell Like a Professional in Less Than Two Hours hours To Gerber, "cutting the B.S." signifies that salespeople may still cease conversing approximately what they believe is necessary and as a substitute discuss what the client thinks is important. With greater than twenty-five years as a manager, as a company consultant, and coaching salespeople, Gerber makes use of proper own tales and humor to take readers step-by-step in the course of the revenues process, making it effortless to appreciate and adopt. He then passes on his complex wisdom of some of the features of sales, corresponding to prospecting, time and territory management, objection handling, last concepts and more. Gerber believes studying how one can promote successfully is the next move many folks have to take to make sure their Cut the B.S.: Learn to Sell Like a Professional in Less Than Two Hours success. lower the B.S. offers businesspeople the instruments they should raise sales, and hence revenue. His simplified method of revenues permits even the start shop clerk to promote just like the execs

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