



## Psychology of Sales : From Average to Rainmaker: Using the Power of Psychology to Increase Sales

By Dennis Postema

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Have you ever wanted to transform your lackluster sales from average to worthy of rainmaker status? Well now you can—and you won't need any smarm, aggressive tactics or dishonesty to do it. In *Psychology of Sales: From Average to Rainmaker*, you'll learn how to understand the psychology of your customers in order to present your products the right way for each individual shopper. You'll discover how important your customer's personality is to whether you will or won't make a sale. Learn how to work with some of the more challenging attitudes of potential buyers while still compelling them to commit and complete that sale.

In so many cases the death of a salesman is attributed to such simple tactics. So it's time to step back in the sales process and get back to the basics. Anyone can make money in sales but how will you make money as a salesman? Are you an insurance salesman? A car salesman? A window salesman? It doesn't matter! "Psychology of Sales" will take you through the simple process that every salesman goes through to build a profitable business. By looking at the psychology in selling, you will become a master closer in no time.

This is a true guide to turning a lackluster salesman to the ultimate salesman in no time. No matter what field of sales you're in this is a must buy. After reading this book, you will be on your way to selling with the experts in no time.

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