



## Non-Manipulative Selling

By Tony Alessandra

Touchstone. Paperback. Book Condition: New. Paperback. 276 pages. Dimensions: 8.4in. x 5.5in. x 0.8in. WHEN YOU HEAR the word salesperson, what adjectives come to mind Typical responses to that question are aggressive, overbearing, pushy. Their common denominator is always negativity, even from sales and marketing people themselves. If many professional salespeople feel negative about their colleagues, how much more likely are people outside the profession to take a negative. Salespeople are among the most highly paid professionals in American society, and they are very important to the economy. Why, then, do so few people respect sales as a career Employee turnover is higher in sales than in most occupations. Ask most college students if they want to be salespeople and the answer is a resounding no! This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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