



How to be Great at the Stuff You Hate: The Straight-Talking Guide to Networking, Persuading and Selling

By Nick Davies

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, How to be Great at the Stuff You Hate: The Straight-Talking Guide to Networking, Persuading and Selling, Nick Davies, You have to do it you might as well enjoy it No one likes a pushy, smarmy salesman no one wants to be that guy .but most of us need to sell to some extent. How else can we get any business? We all have to do it now, whether we're lawyers, accountants or start-ups. But don't despair there's no need to go on some cringey sales training day. How to be Great at the Stuff You Hate shows you how to develop all the skills you need to sell yourself, your business and your ideas. So ditch the dread, forget the fear and start enjoying yourself! Selling isn't something you 'do' to people, it's not some dark art practised by pushy and manipulative people it's a process, it's a relationship .it's fun! All you need to do is cut the crap, be yourself and win some business. How to be Great at the Stuff You Hate shows you how to: * Pull together a target list who do you...



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