



# The Street Smart Sales Pro: How to Create, Influence, and Close Any Sale

*Arthur Rogen*

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Evaluate the top producers in any sales force, and what will you find? You'll

find salespeople who know how to sell in the real world—people who are

positive, aggressive, motivated, and savvy; people who are confident and

think quickly on their feet; people who know how to get things done; people

who are just plain street smart. Were these people born this way?

Absolutely not! They learned their skills from doing, asking, and observing.

And now, thanks to

*The Street Smart Sales Pro,*

these valuable lessons are

available to those looking to supercharge their ability to sell.

While most books on this subject examine the act of selling from an abstract

boilerplate perspective,

*The Street Smart Sales Pro*

offers a realistic “street

smart” point of view, focusing on real people in real situations. It covers every

aspect of selling, from highlighting the essential qualities that make up the

truly triumphant salesperson, to providing hundreds of practical tips, insights,

and tactics needed to make that initial contact and successfully close the deal.

Motivational stories of actual salesmen and saleswomen who went for the

gold and achieved it provide further inspiration throughout this book.

Although designed for men and women who sell products and services, this

book can also benefit those who have to sell themselves in other situations.

No matter how difficult the challenge ahead or how many doors have been

closed to you in the past, knowing how to be a true street smart salesman

will allow you to see the world differently—a world that is filled with

opportunities. All you need is someone to show you how, and you will not

find a better teacher than

*The Street Smart Sales Pro.*



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