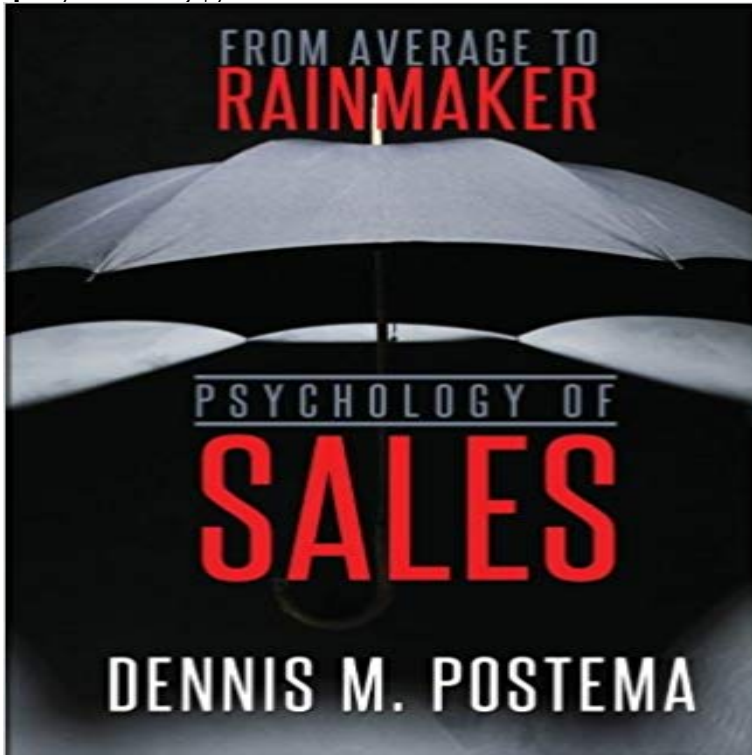


## Psychology of Sales : From Average to Rainmaker: Using the power of psychology to increase sales



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.

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