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*Gerhard Gschwandtner*

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**START WITH THE RIGHT QUESTIONS.**

It's true: failure to uncover your sales prospect's specific needs through effective questioning can kill your closing. *Sales Questions That Close Every Deal* features appropriate, friendly, and penetrating questions drawn from top sales forces, including AT&T, Blue Cross/Blue Shield, GM, E.F. Hutton, Isuzu, Paine Webber, and many others.

Organized by tab for easy access, this hands-on resource tells you exactly what questions to use for every step in the sales process, including:

\* Opening the sale \* Qualifying prospects \* Probing for needs \* Presenting \* Handling objections \* Closing the sale \* Upselling \* Referrals \* Follow-ups

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