



How You Make the Sale

Frank McNair

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The basic keys to selling, without the fluff, so salespeople can stop reading and start selling! The problem with other books on sales for beginners is that they either talk above the heads of the beginning salesperson, or they are too focused on tricks and shortcuts to closing the deal. Frank McNair's How You Make the Sale speaks to beginning salespeople at their level-so they can put the advice to work right away.

By following eight simple steps, this essential guide teaches anyone how to sell anything. It also gives sales managers everywhere a simple sales book that teaches the principles of honest selling in an accessible and easy-to-grasp way.

The perfect primer for any new salesperson, or for non-sales employees who suddenly find themselves doing a sales function.

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