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Stage 2:

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Deciding which
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Stage 3:

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Hollensen is Associate
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Southern Denmark and has worked as a marketing consultant for several international companies and organizations. As well as this book, he is the author of other Pearson texts, including "Marketing

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range of situations that sales people at all levels will encounter, from how to size up your prospective client quickly, to the best time to mention your price. It has a genuinely practical approach -

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providing you
with the tips,
tricks and
techniques that
will help you
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performance.

This new edition
has been
completely
revised and
updated
throughout. Key

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changes include:
Summaries, in
the form of
checklists
included at each
of the three
sections. A
chapter on Body
Language,
including new
information on
how to spot
lying. New

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information on
icebreakers in
meetings.

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