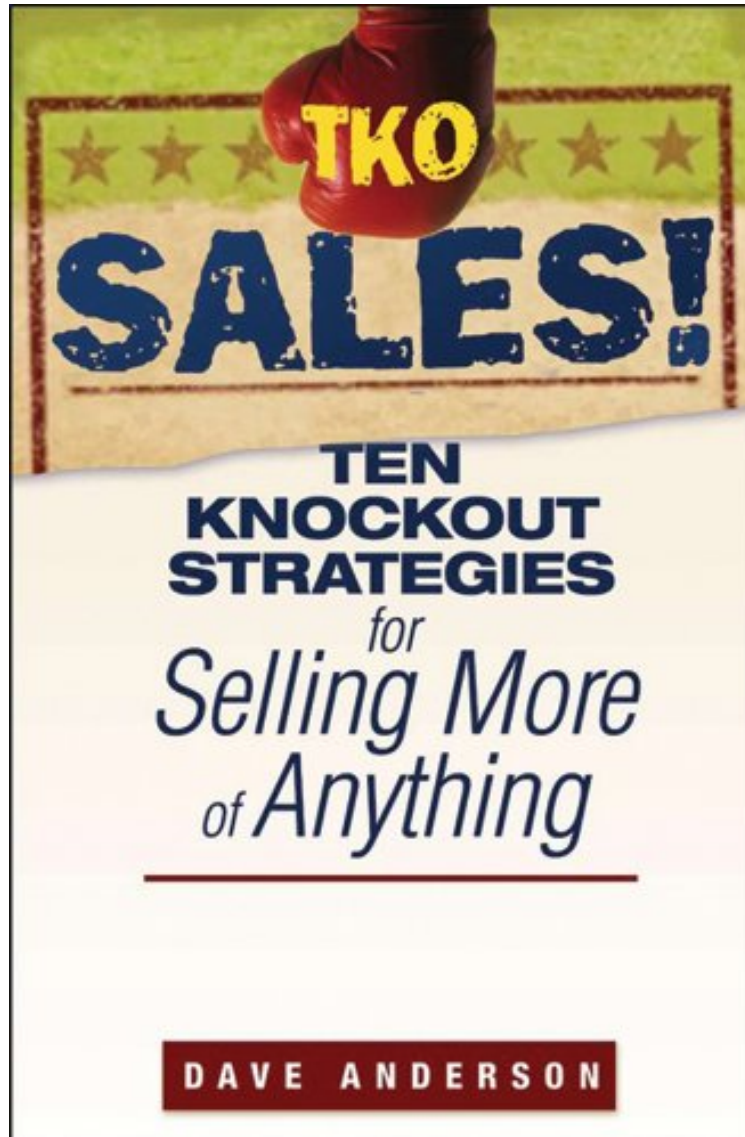


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TKO Sales!: Ten Knockout Strategies for Selling More of Anything

Dave Anderson

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Practical business guides that pull no punches Dave Anderson's TKO series presents no-nonsense, down-in-the-trenches management strategies that work in the real world of business. Each of the three informative books in this series offers easy-to-follow, step-by-step guidance on developing the specific skills great managers need. These quick and to-the-point guides feature detailed techniques and effective strategies presented in user-friendly chapters that are packed with checklists, examples, and practical resources. In each book, readers will find real-world advice in a fast and powerful format that includes: Words of Wisdom or "Right Hook Rules"-bite-sized memorable quotes Case Studies or "Opening Bell" Stories-real-life business lessons Effective Strategies or "Left Hook Laws"-all-meat, no-fat business strategies Incisive or "Standard Eight Count" Questions-insightful inquiries that prompt the reader to action Quick or "Knockout" Summaries-bullet points that sum-up each chapter and offer easy reference

From the Back Cover In a cutthroat world, doing the basics of business well means the difference between winning and losing. Dave Anderson's TKO Series gives you the practical, high-impact strategies you need to build a business that can put the competition down for the count. TKO Sales! presents no-nonsense, tough-as-nails sales practices for selling more of anything. Packed with easy-to-follow, step-by-step guidance, TKO Sales! will train you in the right skills and the most effective tactics to sell more, sell better, and sell faster. This straightforward guide gives you all the tools to punch above your weight, including checklists, examples, and practical resources you won't find anywhere else. Get down to business with ten short chapters on: Selling yourself before selling the product Listening to your customers in order to sell more Becoming a true sales professional, not just a person who sells Stopping objections in their tracks Getting fully prepared before every sale The fastest and most profitable ways to close a sale Give the competition your best shot with Dave Anderson's TKO Sales! About the Author Dave Anderson has led some of the nation's most successful car dealerships and is President of Dave Anderson's Learn to Lead and LearnToLead.com, a Web site that provides free training resources to thousands of people in more than forty countries. He is also the author of If You Don't Make Waves, You'll Drown; Up Your Business!; and How to Deal with Difficult Customers, all from Wiley.