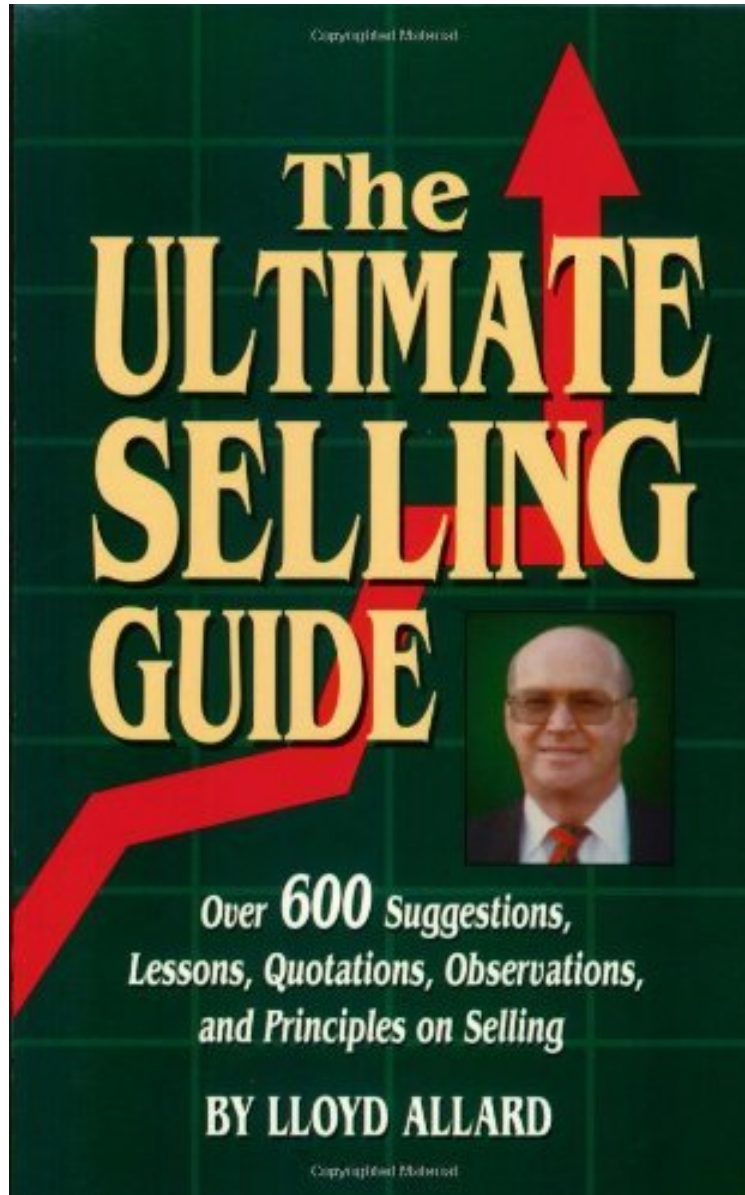


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Ultimate Selling Guide, The

Lloyd Allard

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Lloyd Allard shares the sales strategies and secrets that will make any salesperson more productive and successful. He firmly dispels the myths that cause millions of salespeople to work below their capabilities, and introduces time-tested selling principles and over 600 ways to put a selling career into high gear.

From the Back Cover
A lot of people believe that selling is easy if you just know the right "tricks" or formulas. Others are convinced that they are just "natural-born salesmen." Ironically, the natural ability of these people to charm and fascinate on a superficial level often ends up being their greatest liability. Why? Because effective selling requires much more than a glib tongue or a winning personality. It requires skill, and that skill must be learned.

By debunking many of the myths that some salespeople have accepted for years as gospel truth, salesman extraordinaire Lloyd Allard shows you how to dramatically increase your income by offering over 600 ways to put your selling career into high gear! These suggestions, lessons, and principles will make you successful in sales and in life if you apply them properly and diligently. Following the simple techniques and guidelines described in this book, you will learn how to:

- "Master the art of building value"
- "Create buy-now urgency!"
- "Build the kind of trust between you and clients that will make you unstoppable"
- "Project greater clarity into your sales presentations"
- "Identify your customer's dreams--and use that knowledge to your advantage"
- "Turn every objection into reasons for buying"

The Ultimate Selling Guide is a unique, step-by-step guide that can lead anyone to a successful career in sales.

About the Author
Lloyd Allard was born in Ohio. He was a salesman, sales manager, recruiter, and trainer. He moved to Chicago, and in 1978, joined Gulf Industries, Inc. as a dealer. Within 8 years he was promoted three times: first to district manager, then to regional manager, and finally to division manager. He earned numerous awards for sales performance, including Regional Manager of the Year and Division Manager of the Year. He is survived by his wife, three children, and his beloved dog, Rex.