

High Trust Selling™

This book gives a fresh understanding of the "laws" that govern how to be successful in the sales profession. The first section includes the laws that deal with the attitudes, aptitudes, and abilities that are required for any salesperson to improve their performance.

The second section deals with the laws concerning the communication, courtship, camaraderie and commitments between a successful salesperson and his or her clients.

Each law provides a description of a practical application. Anyone who has ever held a sales position knows that being successful takes more than a smile, a Rolodex and a "can do" attitude. This book provides the "more" you will need to come out on top and stay there.

Here are a few of the Laws....

The Law of the Iceberg: The true measure of your success is invisible to your client.

The Law of the Broom: To build your business up, you must first clean it up.

The Law on the Bull's Eye: If you don't aim for the best prospects, you're likely to do business with any prospects.

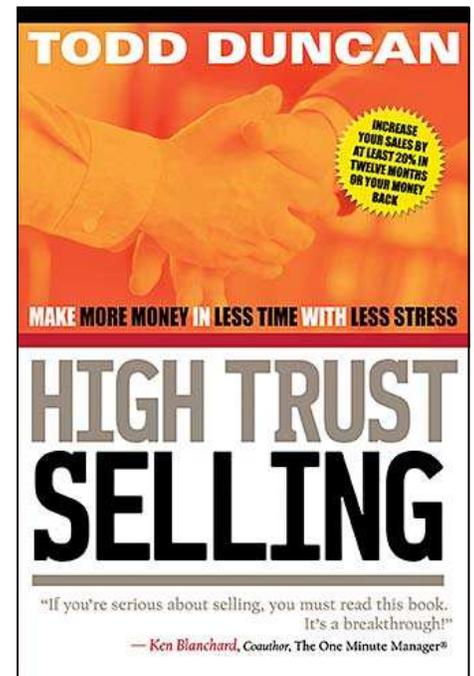
The Law of Courtship: For a relationship to be right on the outside, it must first be right on the inside.

In High Trust Selling, you'll learn how to make the connection between what you do and who you are. Embracing the principles in this book will bring the kind of dynamic change in your life and in your career that you've only dreamed of...until now!

After Reading *High Trust Selling* You Will....

- Cut your client list in half, and still earn triple your current income.
- Work fewer days a week, take more time off investing time in those relationships that matter most to you.
- Develop long-term relationships with clients that will deliver repeat and referral business for years to come.
- Deliver a higher level of service to your clients, and stress less while doing it.

For Keynote Speeches or Corporate Training Please Send All Inquiries to Director of Sales, Matt Emery at: Matt.Emery@TheDuncanGroup.com



- National Best Seller -

“If you’re serious about selling, you must read this book. It’s a breakthrough!”

-Ken Blanchard, Coauthor
The One Minute Manager

“With *High Trust Selling*, I’m seeing a fresh new voice...committed to helping people achieve success and personal balance.”

—Zig Ziglar

