



Just Go Sell!: A Practical Guide to Successful Selling

Colin Knowles

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As a sales professional, do you get frustrated when prospects walked away as non-buyers when you know your product was perfect for them? Have you had too many potential customers need to “think it over,” leave, and then never return? Do you get disappointed when one too many purchasing clients cancel their order because of buyer’s remorse? Or, are you new to sales and don’t know where to begin?

Customers come and go—that’s true for any business. But, when customers are going as quickly as they came, without buying, you might have a problem. Luckily, *Just Go Sell!* is your solution.

This easy-to-read resource shows you how to keep prospects from walking away, satisfy them with a stellar sale, and have them—and their referrals—return for future business. A simple, straightforward guide to successful selling, it offers useful tips and clear explanations on how, and why, you should review your professional image and mental approach to sales, as well as delivering fresh, practical perspectives on client relationship development, and implementing effective sales skills.

Whether you’re a seasoned seller or a novice, this book will help you get where you want to be in your career—so, stop waiting, start reading, and *Just Go Sell!*

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