

The Feldman method: The words and working philosophy of the world's greatest insurance salesman

Andrew H Thomson

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Ben Feldman perfected a series of techniques for selling life insurance that earned him a place in the Guinness Book of World Records as the most outstanding salesman in history. Drawing on these foolproof techniques, this book offers a step-by-step action plan leading to sales success. You will be able to follow and absorb the working philosophy, the approaches, the closes, presentations and power phrases that made Ben Feldman the greatest insurance salesman in the world.



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