



Close The Deal: Smart Moves For Selling: 120 Checklists To Help You Close The Very Best Deal

Sam Deep, Lyle Sussman

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Deep and Sussman's *Smart Moves* and *Smart Moves for People in Charge* gave readers checklists for climbing the corporate ladder and taking on leadership tasks. Now, teamed with one of the country's premiere sales-training firms, they apply the same popular, practical approach to a vital task for any organization: selling. Whether you're introducing a product, marketing your small business's services, or selling your boss on a new idea, you'll benefit from checklists like these: Seven Fears All Buyers Share Thirteen Ways to Warm Up to Cold Calling Ten Different Ways to Set Your Asking Price Eight Questions to Help You Sell with Integrity For training, troubleshooting, and a quick review before every important call, sales professionals will be sold on *Smart Moves for Selling*.

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Bonnie Thorp:

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Danielle Hawkins:

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