



## 52 Sales Questions Answered: A QA Guide to Sales Customer Development (Paperback)

By Scott J Sambucci

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.For the past few years, I've been answering questions about sales by clients in workshops, advisory engagements, sales coaching calls, and email. On Quora, users and followers ask me to answer sales and business development questions all the time. This book is a compilation of these questions and answers. The answers extracted from my Quora activity have been updated and expanded in many cases. I've organized the book so that each question is answered independently. That is, the book does not build on itself like many books with chapters. You should use the book frequently as a reference guide to difficult questions that arise during the workday. This also means from time to time, I may refer to a concept more than once or you may notice parts of one answer to be very similar to parts of other answers. Even with these occasional duplications, most of the content is original and does not overlap. I've also organized the book as best I can into sections, so that groups of questions about the same major...



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