



The Smart Selling Book: Using Brains, Not Brawn, To Succeed In Sales (Concise Advice Series)

Mark Edwards

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Many lessons in sales (and in life) can only really be understood with the benefit of hindsight for with hindsight comes a broad and deep perspective along with a greater understanding and acceptance of the strengths and weaknesses of ourselves and of others. Distilled into this compact volume is a collection of sales related insights, lessons, strategies and techniques that have been passed on, acquired, discovered and experientially learned (sometimes painfully) during a 30-year sales career that has taken the author all over the world. Described with a mix of written and visual explanations, hand drawn graphics and illustrations each piece of advice is presented to aid understanding and to develop a more considered, smarter approach to overcoming many of today s sales-related problems and situations.

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