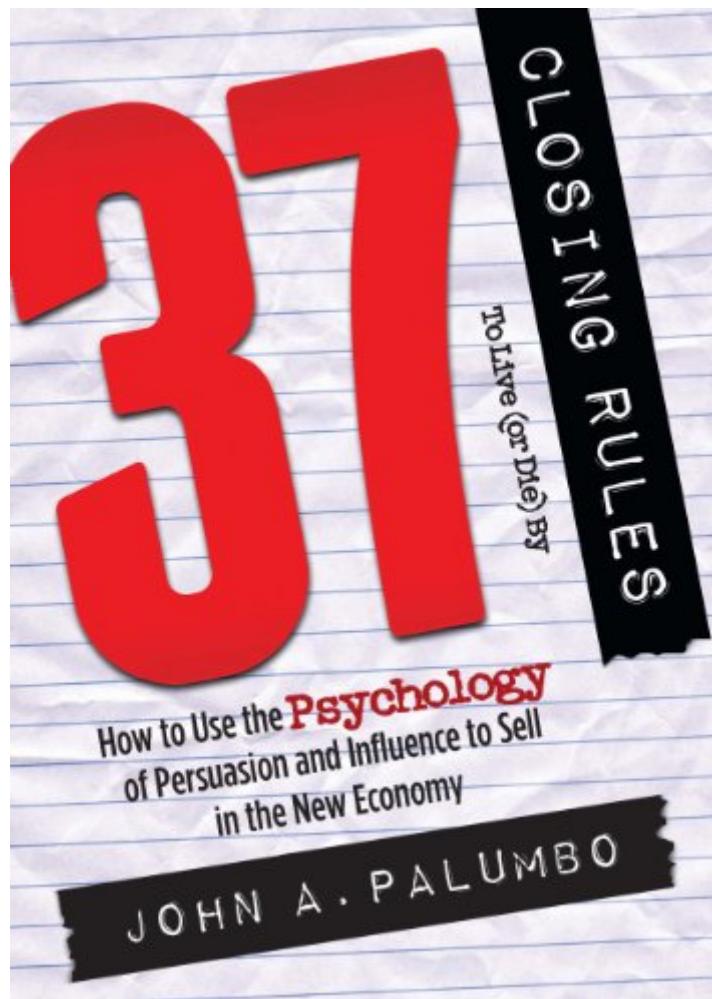


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# 37 Closing Rules To Live (or Die) By



## **Synopsis**

How to Use the Psychology of Persuasion and Influence to Sell in the New EconomyHave you been caught off-guard in a changing world and marketplace? Still using old school selling strategies? While most of the world is struggling to sell in the new economy, there are a select few that have adjusted and understand the psychology of today s customers. The time to step away from that sinking ship and stake your claim in the new economy is right now. Difficult economic times and new technologies have always created new selling rules that replace old and outdated ones. You now have the power to take advantage of the 37 Closing Rules used by today s highest income-earning professionals. These rules will take you to the next level of selling excellence learn them, live by them, and grow rich with them.

## **Book Information**

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## **Customer Reviews**

I have read some of John Palumbo's other books on sales and always enjoyed his perspectives. I've read a good deal of books on sales so I'm always looking for unique angles. John always provides them and did it again here. The book was a fast read and gave me a number of actionable

strategies. The psychology and reasons why a prospect or client says and does what they do is always important to master. I just used the "planting seeds of curiosity" with a new prospect today. I could see their wheels turning. It was great.

This is an awesome sales primer for every level of selling professional. John takes the traditional selling model and turns it on its ear... from selling the "benefits" of the benefit • to "NOT negotiating" •. John's approach is fresh, real and most importantly, right on.

I am a Real Estate Broker and pride myself on reading all of the latest Real Estate Sales, Closing, Personal Development Books Available. What I love about John and his books is that they are always different from the mainstream books you read out there. He takes you past the fluff and introduces real world, advanced selling techniques that you just can't find anywhere else. He is truly a Sales Master. I have had the opportunity to talk with John on several occasions, attend his seminars, and read all of his books. I always come out a better sales person as a result. Stop reading this review and purchase this book NOW- you'll be glad you did :) Matt Curtis

I have the pleasure of meeting John Palumbo and we have become very good friends. I was able to read his latest book in detail, and although I am not in real estate, the principles and ideas herein exposed can be applied to all sorts of business environments. The way this book was written makes very easy and enjoyable to read. I totally recommend it.....

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