



Client Builder Selling: A Practical, Hands-on Selling Process for Small Business Owners and the People Who Work for Them

Larry Lewis

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"Client Builder Selling" is a selling process tailor-made for businesses that sell solutions to problems, regardless of whether those solutions come in the form of products or services. It's also a selling system that recognizes the realities of doing business in today's highly competitive, hyperactive economy. In the book "Client Builder Selling" author Larry Lewis explains his system for selling and the principles underlying it. This practical, street-smart approach to prospecting and selling has helped hundreds of sales executives, small business owners, and independent professionals increase their sales with more control, greater confidence and less effort.

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