



# **Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson**

*Robert Terson*

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# Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson

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**Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson** Robert Terson Sales books are ubiquitous, but *Selling Fearlessly: A Master Salesman's Secrets for the One-Call-Close Salesperson*, although beneficial to all salespeople, specifically targets the one-call-close simple-sale salesperson; addresses all the elements of selling; and spotlights the paralyzing fear factor that 80% of the 16,000,000 salespeople in the United States, who only do 20% of the business, must face every time they make a call or give a presentation. It's Frank Bettger's *How I Raised Myself from Failure to Success in Selling* meets Napoleon Hill's *Think and Grow Rich* two long-time successful backlist books told in the Zig Ziglar conversational style, yet with an uncompromising, challenging tone, and includes 40 stories plus numerous exercises, which show *how* to sell, not just *tell* how, from a master salesman/motivator with 43 years of in-the-field selling experience. The author's purpose is to enlighten and inspire you to become a salesperson, or be a far better salesperson than you are now. *Selling Fearlessly* truly is a salesman's instructional manual down to the grayest subtleties, some never before touched upon in a sales book, like The Mound Road Story; The Devil's Retirement Story; Saturation Point; Setting the Stage; Telling Clues; The Importance of Equality; and The Sixth Sense.

The book is formatted into four sections: Bridge to the Triangle, Mental Attitude, Work Habits, Salesmanship and divided into 57 short, easy to read chapters which allow the reader to absorb each element of selling without reading the entire book. This is not another book of dull, dry abstract theory; this is a book of captivating stories and practical applications raising the curtain on the real world of selling. Its like watching role-playing. If you are ready to receive it, this book has the potential to change your life.

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