



Winning Salesmanship: The Glengarry Way

By Larry Krakow

Robert D. Reed Publishers. Paperback. Book Condition: new. BRAND NEW, Winning Salesmanship: The Glengarry Way, Larry Krakow, To be a winner in sales, you must be able to close the deal-and close hard. It's that simple. You can look good, sound good, work well with people and know your product inside out, but if you can't secure the sale it's meaningless. Apply Larry Krakow's 20-plus years of successful selling experiences, recommendations of other successful professionals and the classic sales film Glengarry Glen Ross as a springboard to discover specific closing techniques to help you clinch your contracts more effectively and more often. Larry's anecdotes, instructions and illustrations, including clear-cut phrasing and methodology for closing, will steer you to success time and time again. Learn to seal the deals of your life and advance your income to the next level with finesse, confidence and integrity. Take control of your destiny. Take care of yourself and others- your loved ones, your clients and your community. Listen to Larry and follow his lead to achieve 'Winning Salesmanship' the Krakow way.

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