



How to Say It to Sell It: Key Words, Phrases, and Strategies to Build Relationships, Boost Revenue, and Beat the Competition

Sue Hershkowitz-Coore

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Based on a unique, customer-centric approach to selling, *How to Say It(r) to Sell It* provides practical, real world strategies proven to significantly increase sales results. Packed with power words, concrete examples, useable scripts, and specific communicative steps, this book is the key to reaching sales success.

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