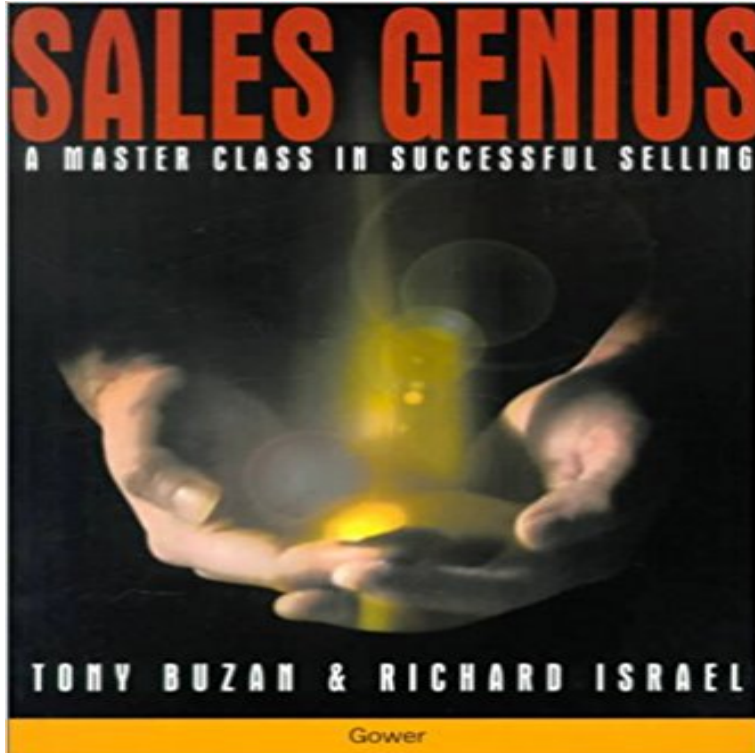


Sales Genius: A Masterclass in Successful Selling



The author applies the fundamental principles of psychology to the modern organization. She presents a whole range of issues such as identity, image, strategy and work design in terms of a cohesive framework. It shows how to read an organization, revealing the perceptions of customers and staff. The learning package aims to destroy the myth that salespeople are born and not made and shows of knowledge of the pain/pleasure principle of motivation will enable anyone to understand what prompts people to buy. The centre of the text is the Sales Genius Diary - a 100-day programme of activities based on the 12-traits approach.

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