



STUN! Selling: Satisfy Their Unmet Need

Paul Russell

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Based on more than 30 years of sales experience, Paul Russell shares his approach to successfully closing customers through STUN! Selling. By satisfying your customers' unmet needs and adopting STUN as your sales process, you'll turn tough customers into easier customers, close faster, stop customer nibbling, overcome the price objection and much more. You – and your customers – will be STUNned!

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