



The Advanced Selling Skills Series (Advanced Action Selling Book Series, Four-Book)

Duane Sparks

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The Advanced Selling Skills 4-Book Series (Action Selling should be read first prior to reading this book series.) The Action Selling sales books listed are conveniently packaged as a four-book series. 'Selling Your Price: How to Escape the Race to the Bargain Basement,' 'Questions: The Answer to Sales,' 'Masters of Loyalty: How to Turn Your Sales Force into a Loyalty Force,' 'Sales Strategy from The Inside Out: How Complex Selling Really Works.' Note: This book series does not include the first Action Selling sales book: Action Selling: How to sell like a professional, even if you think you are one. Each book builds on the others by telling a story focused on common problems salespeople face and how the Action Selling Process effectively addresses these problems. Sparks' writing style gives readers a way to learn his concepts while enjoying a story that unfolds within each book. Based on Sparks' own sales training program that has improved performance for more than 350,000 successful salespeople, this Action Selling book series delivers easy-to-understand answers to many advanced questions surrounding the process of winning sales.

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