



How To Sell When Nobody's Buying: (And How to Sell Even More When They Are)

Dave Lakhani

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The most effective sales strategies for tough economic times

Today's selling environment is tough, and only getting tougher. The old tactics are no longer working, and the current economy is only making selling more difficult. You need sales tactics and strategies that work now and fast . . . even when no one wants to buy-and tactics and strategies that will work even better when they *do* want to buy.

How to Sell When Nobody's Buying is a practical, effective guide to selling even in the toughest of times. This book is packed with new information about creating sales opportunities. Most sales strategies taught today are based on outdated information from ten, twenty, even thirty years ago and they simply don't work today. You'll find the tools and information you need to gain confidence, create powerful alliances, profitable social networks, and drive your profits to unprecedented highs. Whether you sell business-to-business or direct to the consumer, whether you sell real estate or retail, this is the sales guide for you.

- Features effective, simple strategies for selling in tough economic times
- Offers free or low-cost prospecting tools that bring in customers by the herd
- Includes case studies from top salespeople that reveal new ways to bring in customers
- From sales guru Dave Lakhani, author of *Persuasion*, *Subliminal Persuasion*, and *The Power of an Hour*

These days, you need all the help you can get to sell effectively. If you want to increase your sales and drive your business forward-no matter what the economy or your industry does-learn *How to Sell When Nobody's Buying*.

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Duncan Houghton:

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