

## The Art of Closing the Sale: The Key to Making More Money Faster in the World of Professional Selling

By Brian Tracy

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"Let me think it over."


Early in his sales career, world-renowned sales expert Brian Tracy couldn't find a way to overcome that simple five-word objection and close the sale. Then he discovered a technique that worked. Business boomed. Tracy broke every sales record in his company and increased his income twenty-fold.

Since that breakthrough many years ago, Tracy has meticulously studied and collected the best of the best in sales-closing techniques. Now, in *The Art of Closing the Sale*, he shares this wealth of knowledge that has already helped more than one million people maximize their sales results.

No matter how eloquent or passionate a salesperson you may be, no matter how friendly your smile or likable your personality, if you can't close the sale, your efforts yield nothing.

*The Art of Closing the Sale* teaches the learnable skills that anyone can use to transform the sales process into a consistent win. This book is an absolute must-read for every sales professional seeking to boost their career and create a future of success.

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### **Editorial Review**

#### About the Author

Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. He has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the US, Canada and 55 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year. He has written and produced more than 300 audio and video learning programs, including the worldwide, best-selling Psychology of Achievement, which has been translated into more than 20 languages.

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