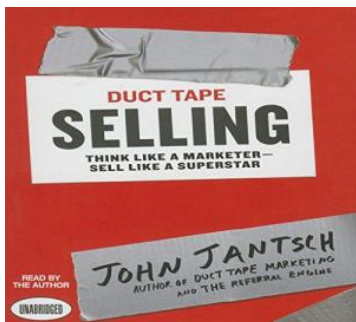


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DUCT TAPE SELLING: THINK LIKE A MARKETER - SELL LIKE A SUPERSTAR



Gildan Media Corporation, United States, 2014. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Many of the areas that salespeople struggle with these days have long been the domain of marketers, according to bestselling author John Jantsch. The traditional business model dictates that marketers own the message while sellers own the relationships. But now, Jantsch flips the usual sales approach on its head. It s no longer enough to view a salesperson s job as closing. Today s superstars...

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- Authored by John Jantsch
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