



# **How to Double Your Sales: The ultimate masterclass in how to sell anything to anyone (Financial Times Series)**

*Bruce King*

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## **How to Double Your Sales: The ultimate masterclass in how to sell anything to anyone (Financial Times Series) Bruce King**

*How to Double Your Sales* offers a set of proven techniques to give both experienced salespeople and those new to selling everything they will ever need to achieve an extraordinary increase in sales – fast. Bruce King is an experienced salesman and trainer who takes an extremely practical, results-focused style to sales. This book covers the complete sales process and gives you the ultimate stress-free selling system. It shows you how to use powerful motivational techniques, derived from NLP, to train your brain for sales success.

Key features of *How to Double your sales* include:

- An 8-week plan with action points and exercises to build your sales skills week by week
- Template scripts you can customise and use to win new prospects, overcome objections and close sales
- How to use tried-and-tested NLP techniques to programme your mind for sales success
- Why you may never need to cold call again
- How to cold call and set appointments when you have to
- Stress-free techniques for handling objections
- The 13 best closes
- Guidelines on how to improve other skills critical to stress-free sales success – communication; negotiation; time management

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