



Sales Tales: True Stories of How Great Sales Happen

Conor Kenny

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For the past 30 years, Conor Kenny has learnt to sell largely by making lots of mistakes and working hard to understand what inspires a reaction and what it is that makes people buy or not.

SALES TALES is based on his personal experience and real encounters in pursuit of sales excellence. The purpose of the book is to tell real-life stories, each underpinned with a powerful lesson that helped Conor sell the next time around.

In the early 1990s, Conor worked for a family business in London, whose head, Arnold, was wise, successful and wealthy. Conor had made a costly mistake in his youthful eagerness to sell. The next day, he was summoned to Arnold's office. He was nervous and feared the worst. In a soft voice, Arnold said, "Conor, good decisions come from wisdom. Wisdom comes from experience. Experience comes from bad decisions".

That is how we learn, how we really learn. Sometimes, to believe the fire is hot, you need to get burnt. When you do, there is no book better than raw experience. SALES TALES is based on Conor's occasional mis-step into the fire. It is a book of real stories – sales stories that will help you to be a better sales person and to make more sales. It will guide you in sales, in your career and in life.

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Erich Arnold:

Spent a free time to be fun activity to do! A lot of people spent their leisure time with their family, or all their friends. Usually they performing activity like watching television, likely to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your free time/holiday? Could be reading a book might be option to fill your totally free time/ holiday. The first thing that you'll ask may be what kinds of e-book that you should read. If you want to attempt look for book, may be the guide untitled Sales Tales: True Stories of How Great Sales Happen can be great book to read. May be it can be best activity to you.

Ryan Pearson:

This Sales Tales: True Stories of How Great Sales Happen is great book for you because the content that is full of information for you who always deal with world and possess to make decision every minute. This particular book reveal it facts accurately using great plan word or we can declare no rambling sentences within it. So if you are read this hurriedly you can have whole facts in it. Doesn't mean it only will give you straight forward sentences but challenging core information with lovely delivering sentences. Having Sales Tales: True Stories of How Great Sales Happen in your hand like keeping the world in your arm, details in it is not ridiculous a single. We can say that no e-book that offer you world within ten or fifteen tiny right but this guide already do that. So , this really is good reading book. Hello Mr. and Mrs. hectic do you still doubt this?

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