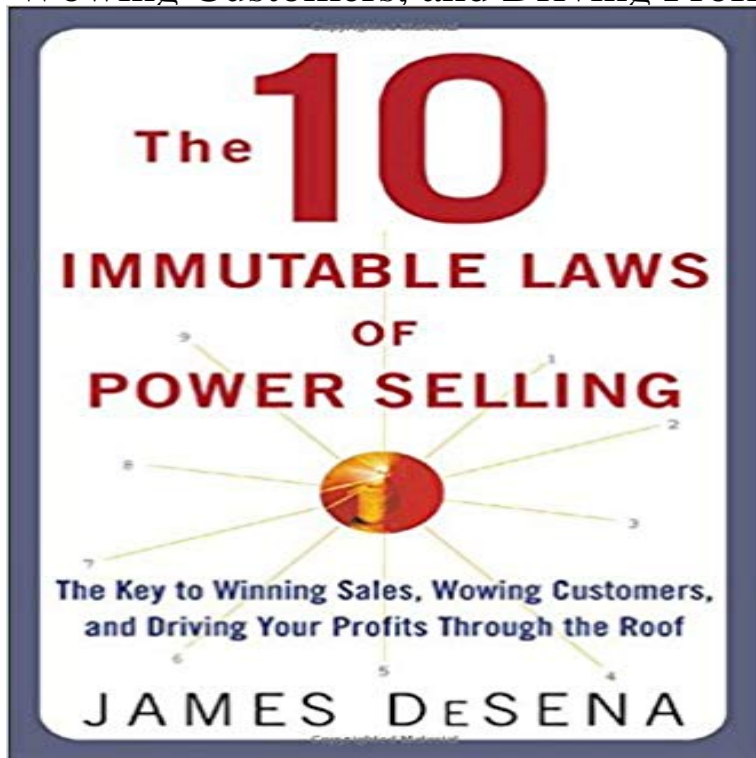


# The 10 Immutable Laws of Power Selling: The Key to Winning Sales, Wowing Customers, and Driving Profits Through the Roof



Reveals the secrets behind the phenomenal success of today's top sales professionals. In *The 10 Immutable Laws of Power Selling*, leading sales consultant and trainer James DeSena reveals the secret behind the uncanny success of an elite group of sales professionals who consistently break all records, in every selling environment. DeSena shows how the most exceptional performers in the sales arena are those who act like leaders—they take the lead in meeting new challenges, and they adapt to those challenges with innovative solutions and added value for grateful customers. With the help of stories from American Express, Honeywell, The Gap, and other top companies, DeSena teaches readers: The 10 key imperatives for becoming an exceptional performer in today's selling environment. How to apply the principles of leadership to win and keep loyal customers, make more sales, and earn higher commissions—even in a recession. How to identify clients' needs and create solutions to fit those needs. How to build strong relationships with customers and manage those relationships for long-term success.

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