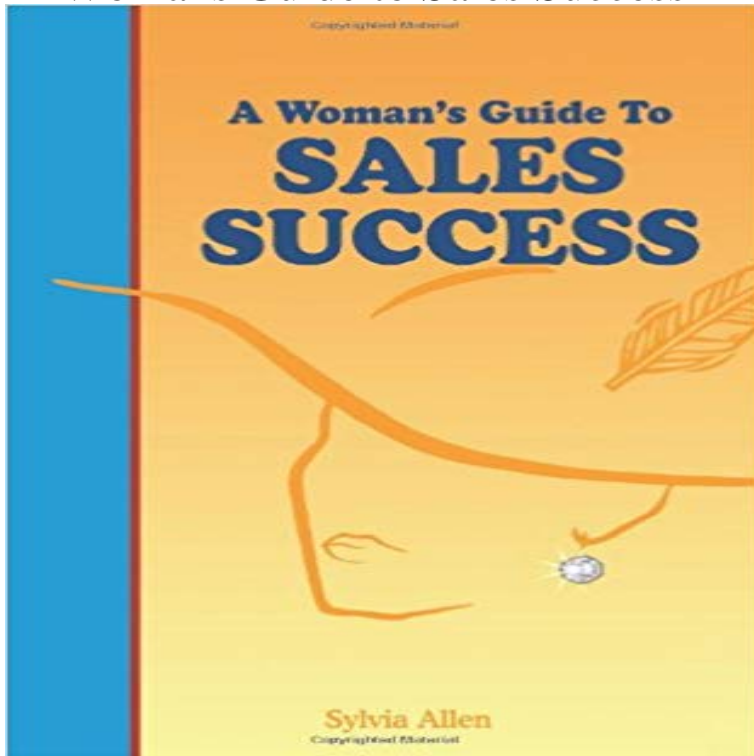


## A Womans Guide to Sales Success



Women are naturally better at sales than men. This is the primary message of Sylvia Allens A Womans Guide To Sales Success. Allen, who has over fifty years of sales experience, made her first sale when she was just twelve years old. Today, Allen is recognized as the leading authority on sponsorship sales. The era of sales in which salespeople charged into the field armed with several standardized closing techniques that they used regardless of the customers needs is long gone, says Allen. In todays selling environment, which emphasizes building consultative relationships, women in sales have an advantage over men because they are more caring and more attuned to peoples needs. A Womans Guide To Sales Success gives women the confidence and support needed for a successful career in sales. This support is key because, unlike men, women do not have buddy systems in which they can share the challenges, failures and successes they face daily as salespeople. This is an emotional book, explains Allen, because selling is emotional. By acknowledging that sales are emotional and that empathy is womens strength, Allen addresses selling and its challenges in a way that traditional sales books do not.

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**Achievement & Professional Success** Jan 27, 2017 Allen is co-author of How to Be Successful in Sponsorship Sales and author of A Womans Guide to Sales Success as well as numerous **Two Book Combo: Successful Sponsorship & Womans Guide** A Womans Guide to the Language of Success: Communicating With Confidence and Power [Phyllis Mindell] on . \*FREE\* shipping on qualifying **A Womans Guide To Sales Success - Allen Consulting, Inc.** A womans guide to personal achievement & professional success. Finding Your Moxie: Myths and Lies Successful Women Kick to the Curb (The Moxie. **A Womans Guide to Successful Negotiating, Second Edition** **A Womans Guide to the Language of Success: Communicating With** From Worry to Wealthy: A Womans Guide to Financial Success Without the Stress We women in business need to power up our money and sales skills to be **Risk to Win: A Womans Guide to Success: Jeannette R. 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In her latest book, Sylvia Allen (The Queen Mother of