



A Practical Guidebook for Sales Reps, Sales Managers and Anyone Looking to Improve their Selling Skills

Michael Griego, a professional sales consultant and trainer to Fortune 500 firms and leading Silicon Valley technology firms, has reduced the keys to sales effectiveness to 42 rules. These rules have been road tested over 28 years of personal sales and management experience and close observation of many salespeople and sales organizations. These rules apply to all selling efforts, from high-tech enterprise sales to non-technology sales.



Michael Griego

► Get your own customized edition of **42 Rules to Increase Sales Effectiveness (2nd Edition)**!

- Insert your personalized letter inside the book
- Make a statement that will be heard and remembered inside your company

► More about the Book:

Prices for customized (starburst and/or logo on jacket, letter inside) books:

■ 10-99*	- \$ 16.96/book
■ 100-249*	- \$ 15.96/book
■ 250-499**	- \$ 14.96/book
■ 500-749**	- \$ 13.97/book
■ 750-999	- \$ 12.97/book
■ 1,000-4,499	- \$ 11.98/book
■ 5,000-9,999	- \$ 9.99/book
■ 10,000-24,999	- \$ 7.99/book
■ 25,000-99,999	- \$ 6.99/book
■ 100,000-999,999	- \$ 4.99/book
■ 1,000,000+	- \$ 1.99/book

eBooks:

■ 1-10*	- \$ 11.95/book
■ 10-999*	- \$ 7.50/book
■ 1,000+ **	- \$ 3.50/book (in lots of 1000)

* Plus \$500 customization charge

** Plus \$250 customization charge

Note: Will add shipping (and tax in CA)

This book, *42 Rules to Increase Sales Effectiveness (2nd Edition)*, upgrades and adjusts foundational rules for today's business environment to increase the overall sales effectiveness of individuals or teams.

In '*42 Rules to Increase Sales Effectiveness (2nd Edition)*,' you will learn:

- The Effective Sales Perspective
- The Effective Sales Process
- The effective Salesperson
- Effective Territory Management
- Effective Sales Communication
- The Effective Sales Meeting
- Effective Sales Closing

This book will challenge standard conventions while reinforcing best practices that have gotten lost in the recent advancement of new technologies and modern tools. It's a great read for any professional to confirm that their own "salesmanship" is still on target and appropriately current.

Want More Info? Contact the Author or Your Super Star Press Sales Representative

<http://www.happyabout.com/42rules/increasesaleseffectiveness.php>