



# Bare Knuckle Selling (second edition): Knockout Sales Tactics They Won't Teach You At Business School

By Simon Hazeldine

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## Bare Knuckle Selling (second edition): Knockout Sales Tactics They Won't Teach You At Business School By Simon Hazeldine

The Essential Sales and Persuasion Manual For All Self-Respecting Sales Professionals. Written by a sales veteran with a track record spanning millions in sealed deals, this book blends the best psychological, NLP (Neuro Linguistic Programming) and classical persuasion techniques with a street-wise, gritty success system based on the author's own hard-won experience in selling and training sales professionals at the highest level. This book strips selling back to the bone giving you the essential tools you really need to beat your competition to a pulp and win the admiration of your customers, clients and peers. Inside you will learn. . . \* Surefire Objection Handling Techniques \* Sneaky Tricks For Dodging The Gatekeepers \* How To Tap Into Your 'Top 10 State' For Success \* Hypnotic Sales Techniques \* Killer Closes and The Art of The Finishing Move \* How To Hook For Powerful Results \* How Using The 'ABC Principle' Will Boost Your Sales \* Vital Tips From A Pro For 'Big Game Hunting' \* . . .and much more Ideal for the veteran sales person or for those just starting out in the wonderful world of selling, Bare Knuckle Selling gives you the essential information you'll need to be the best in your class.

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### **Editorial Review**

#### **From the Publisher**

This book along with its companion volume, Bare Knuckle Negotiating, gives you a complete system of persuasion that's proven to work in the real world.

If, like us, you believe that books written by people who walk the talk, that is - people with "muddy boots" (or in the case of Simon "bloody fists") are valuable then you'll love what Simon has to share.

#### **About the Author**

Simon Hazeldine is a recognised expert in the fields of:

- The Psychology of Performance
- The Psychology of Influence
- Selling and Negotiation

Simon writes a monthly column on the psychology of performance in four national magazines and is the author of: "Bare Knuckle Selling", "Bare Knuckle Negotiation", The "Winner's Edge: Psychological Strategies for Exceptional Performance", "The Inner Winner" and a series of eight psychological training guides for martial artists and sportspeople.

Simon works internationally as a speaker, trainer, coach and facilitator in the areas of performance, leadership, sales, negotiation and influential communication. His "High Performance Coaching Skills", "Group Training Techniques" and "Negotiation Skills" programmes are currently being used in 28 countries around the world.

Simon has a Masters Degree in the psychology and management of performance. In addition he is Certified as a Master Practitioner and Trainer of NLP, and is a Fellow of the Institute of Sales and Marketing Management.

Simon has extensive experience in sales both in the UK and abroad and has been responsible for numerous client accounts each worth in excess of •£20 million in sales.

Prior to his career as a trainer and speaker Simon provided event security and personal protection services to celebrities in the television and music industry.

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Let's take off the gloves.

Let's get in the street.

Let's do business where the rules don't matter: In the real world.

After all, isn't there where all the selling takes place?

Selling doesn't take place in a lab. Or in a class room. Or in a weekend seminar where everything is controlled. Selling -- real world selling -- takes place in real time, with real people, in real situations.

If you don't know how to street fight in the raw world of right now reality, you won't sell anything to anybody.

And you and your family will starve.

Thank goodness this book is in your hands. Once you absorb the principles and methods in it, you'll have the skills integrated within you to do battle in the streets and make the cash register ring loud and clear.

You won't actually be fighting anyone, of course. But you'll be winning in the game of life where the only thing that counts is the thing you want the most: the sale.

Read this book. Become one with this book. Share it with coworkers (but not your competition).

And then go out and profit.

Expect miracles.

Dr. Joe Vitale

## Users Review

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