



**Power of Positive Selling: 30 Surefire Techniques to Win New Clients, Boost Your Commission, and Build the Mindset for Success (PB): 30 Surefire Techniques ... and Build the Mindset for Success (PB)**

*Stephan Schiffman*

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Stephan Schiffman

**Think like America's #1 sales trainer—and close more deals than ever**

Stephan Schiffman has trained more than half a million sales professionals. No one understands the sales mindset better.

In *The Power of Positive Selling*, Schiffman provides instruction, tips, anecdotes, and inspiration that are guaranteed to help you overcome negative thoughts, feel confident in any sales situation, and remain positive no matter what happens. Inside, you'll find 30 surefire tactics to make sure your mind doesn't devolve into that self-destructive pessimism we've all experienced. Learn how to:

- Believe in what you're selling
- Help your client solve a problem
- Do your research
- Set the tone for the conversation—and establish the pace
- *Listen* before you talk
- Ask the right questions—for the right reasons
- Never say, "I absolutely guarantee that"

The culmination of a lifetime of sales training excellence, *The Power of Positive Selling* has all the insight you need to defeat the negativity and dramatically improve your attitude, your behavior, and your sales record.

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