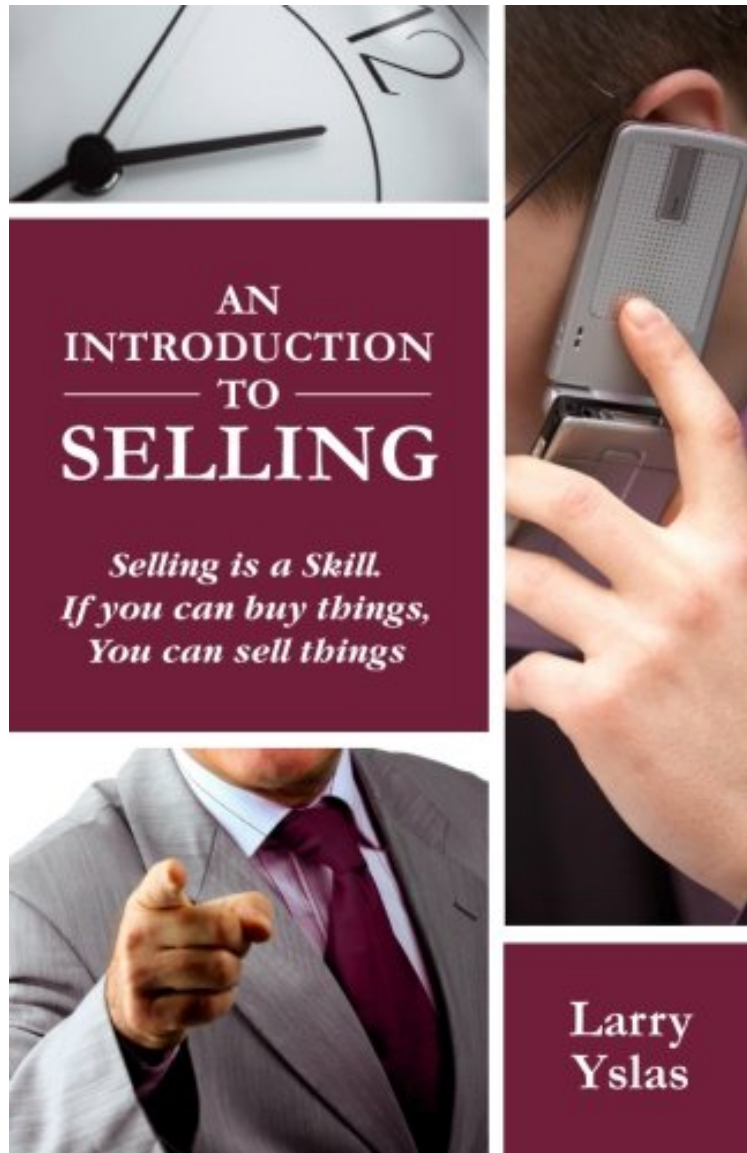


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# An Introduction to Selling: Selling is a Skill. If You Can Buy Things You Can Sell Things

Larry Yslas

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**Larry Yslas : An Introduction to Selling: Selling is a Skill. If You Can Buy Things You Can Sell Things** before purchasing it in order to gage whether or not it would be worth my time, and all praised An Introduction to Selling: Selling is a Skill. If You Can Buy Things You Can Sell Things:

Fifty topics concerning professional selling are covered in this concise and thorough book. This is an excellent book for the beginner who simply wants to know what selling is all about without a lot of hype and personality emphasis. This book is also a valuable reference guide for sales managers, business owners, and college professors. In addition to a detailed breakdown of the six basic elements involved in every sale, it has one section devoted to the tools of the trade.

About the Author Mr. Yslas was born December 4, 1942 in Los Angeles, California. He has 25 years of experience selling products and services that have ranged from small to large and simple to complex. This also includes more than 500,000 sales calls and 6,000 one-on-one interviews. Some of those interviews occurred during his years as a newspaper reporter/photographer and radio disc jockey. The Military called in 1965 and he served as an Army scout in Vietnam. (Could explain why we lost that war.)