



# SuperStar Selling: 12 Keys to Becoming a Sales Superstar

*Paul McCord*

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# SuperStar Selling: 12 Keys to Becoming a Sales Superstar

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## **SuperStar Selling: 12 Keys to Becoming a Sales Superstar** Paul McCord

Superstars are made, not born. Find your key to becoming a Superstar by doing what the Superstars do. SuperStar Selling: 12 Keys to Becoming a Sales SuperStar takes you step-by-step through constructing the foundation that will propel you to superstardom. You'll learn how to identify your sales strengths and then find the products or services, the markets, the marketing methods, and the selling process that will highlight your selling strengths and minimize your weaknesses. Whether you are new to sales or an old pro, SuperStar Selling will show you how to create the sales business and income you want. Not a book for the casual reader, this in-depth study is for the salesperson or manager who is serious about a change.

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