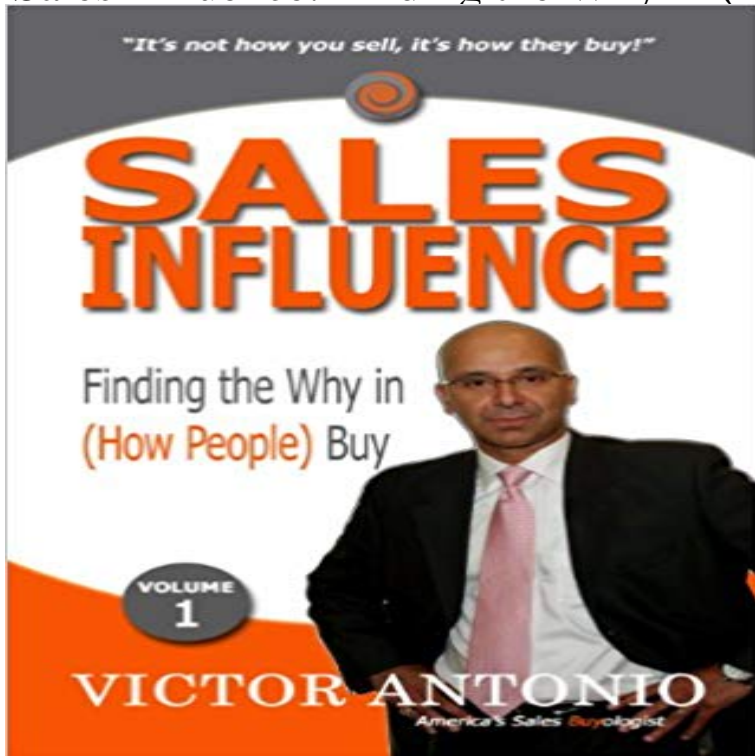


## Sales Influence: Finding the Why in (How People) Buy



How do buyers decide what product to buy when faced with two similar options? Is there a way to influence a buyer to buy one product over the other? Sales trainer Victor Antonio takes a unique approach to sales training. While most sales training books focus on the selling process or how to sell, Sales Influence focuses in on how buyers make buying decision. By understanding the sales process from the buyers perspective (i.e., Why do people buy? How do they make buying decisions?), you can sell more effectively! Find out how to close more sales by understanding how the buyer thinks.

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