



# Short Cycle Selling: Beating Your Competitors in the Sales Race

*Jim Kasper*

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**Short Cycle Selling: Beating Your Competitors in the Sales Race** Jim Kasper

**The first book on short cycle selling the fast-track route to a higher closing ratio**

Sales professionals today waste untold hours worrying about identifying, tracking, and timing their sales cycles. In *Short Cycle Selling*, author Jim Kasper trains his sights on the only important concept and goal in sales cycles shortening them. He walks professionals point-by-point through the series of steps that constitute the sales cycle from identifying prospects to negotiating and closing and at each step shows how to streamline the process.

*Short Cycle Selling* is the first book to deal specifically with proven techniques that condense the time from prospecting to closing, while taking advantage of today's most innovative concepts in selling skills and E-technology. Packed with case studies and actual examples of short cycle selling success and techniques that were field tested on clients from Amoco and Pentax to Wells Fargo Bank this hands-on book reveals how to:

- Land more accounts
- Achieve greater sales volumes
- Generate greater sales income and satisfaction

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