



THE **7.5** **ESSENTIAL** **SELLING** **SKILLS**

BY JEFF C. WEST

'If every sales professional...and sales manager simply studied this one book the world would be filled with successful salespeople and extremely happy customers.' The good news is that, while everybody won't do so...YOU can!"

**~BOB BURG, BESTSELLING COAUTHOR OF
THE GO-GIVER INFLUENCER**