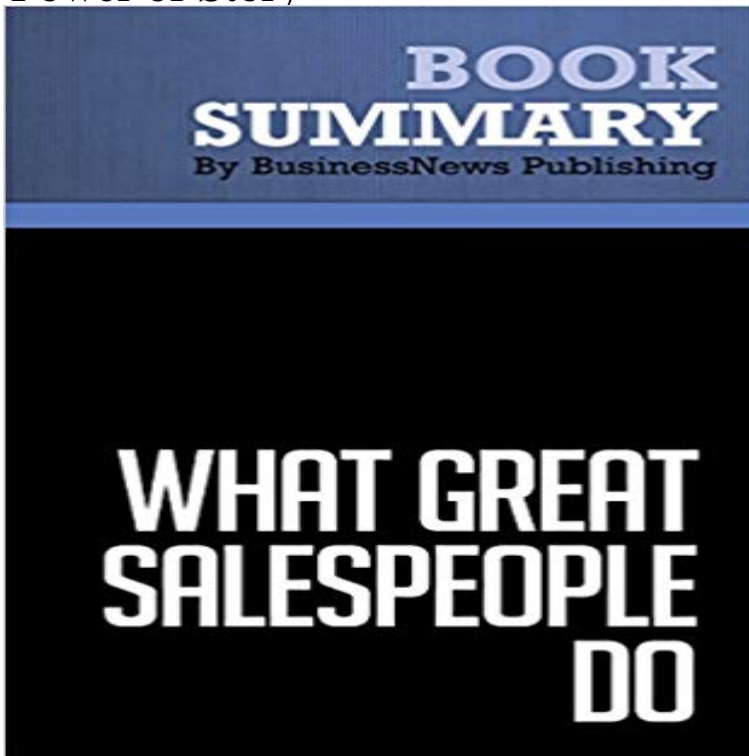


## Summary : What Great Salespeople Do - Michael Bosworth and Ben Zoldan: The Science of Selling Through Emotional Connection and the Power of Story



Complete summary of Michael Bosworth and Ben Zoldan's book: What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story. This summary of the ideas from Michael Bosworth and Ben Zoldan's book What Great Salespeople Do shows how the best salespeople are experts in the art of creating emotional connections with their buyers and telling them stories. The authors share their best strategies on how to connect with customers and build an inventory of powerful stories that you can use during sales to influence decisions. By learning about the importance of emotion in the decision-making process, you can discover how to use this to your advantage during a sales situation. Added-value of this summary: Save time Understand the key concepts Expand your selling skills To learn more, read What Great Salespeople Do and become an expert at using emotions and stories to make a sale every time.

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