



The Formula for Selling Alarm Systems

Lou Sepulveda

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Learn the theory behind the formula for sales success! The Formula for Selling Alarm systems provides answers to some of the mysteries of selling in the alarm industry. The reader will learn proven methods of selling more effectively with a step-by-step method of selling closing. The author urges readers to apply the principles and steps in the book for a minimum of twenty-one days, the amount of time it takes to form a habit.

Learn how to make your prospects think like you do - the key to selling. You will discover the way to avoid common pitfalls and 'stinking thinking', in addition to answering objections and concerns confidently and professionally. The Formula for Selling Alarm Systems addresses all of these areas and is written by someone with more than 28 years of sales experience. This unique book is must-have for every alarm dealer.

Uncovers the secrets of successful selling.

Teaches frustrated salespeople how to improve their sales skills.

Provides the reader with a step-by-step method of selling and closing.

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