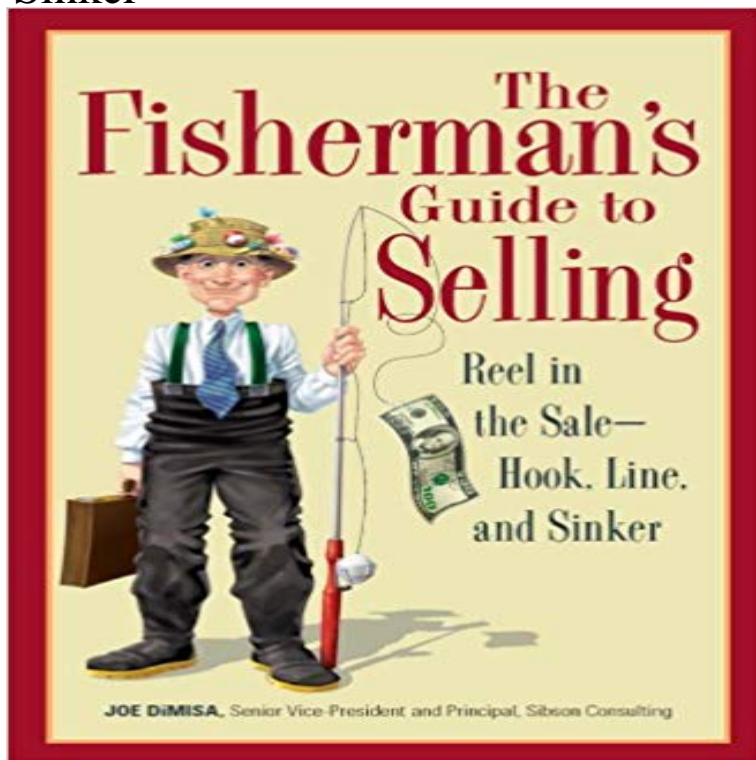


## The Fishermans Guide To Selling: Reel in the Sale - Hook, Line, and Sinker



Cast the right bait, and reel in the sales! Sales expert Joseph DiMisa draws on his experience as a seasoned saltwater fisherman to explain how to land the big one, or sale, through the eyes of an angler. In *The Fishermans Guide to Selling*, DiMisa explains strategies used for catching everything from small fish (frequent transactional sales) to big game fish (a GBP 100k+ account). Handy sales tips, useful checklists and a bounty of clever fishing metaphors complement the content to describe a successful sales process that any salesperson will benefit from: knowing what the fish (clients) are biting, keeping the tackle box full, casting a wide net and checking the lines and preparing for rough seas ahead.

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