



# **The New Conceptual Selling: The Most Effective and Proven Method for Face-to-Face Sales Planning**

*Stephen E. Heiman, Diane Sanchez, Tad Tuleja, President, Schwab Institutional, John Philip Coghlan*

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Even in a world of cyber commerce, nothing beats a face-to-face meeting. And if you're one of those men and women who make their living in this high-pressure, highly demanding environment, this new edition of Conceptual Selling will change the way you interact with customers and clients, and the way you conduct your business career. Book jacket.

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