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December 7th 2015: Sales Is Not Magic with Alice Heiman

"Sales is not magic." It is a process with defined steps, and Alice Heiman joins me on BizLocker Radio to talk about how you can more effectively communicate that process, drive revenue, and get your sales team on the same page! Alice spent the first 13 years of her career as a teacher, but later went to work for her parents, who just happened to be part of (then) Miller Heiman, Inc., a world-renowned sales training company. Once upon a time, the books Conceptual Selling and Strategic Selling from Miller-Heiman were the two books that became the cornerstone of my own sales career. I am rea

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Featured Guest



Alice Heiman

Alice is a nationally recognized sales expert. She's made numerous guest appearances on television and radio broadcasts, in addition to being featured in print publications, including Entrepreneur's Startups and Selling Power magazines.

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