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September 10th 2013: Communication and Problems with Sales Presentations

If you're in business, you're in sales. Whether you're selling a product, a service, or an idea, understanding what NOT to do in the process is important. Our guest today is an internationally-acclaimed sales expert who really gets what it takes to be successful in sales. Don Cooper, The Sales Heretic, joins us to discuss the problems with most sales presentations. He'll answer questions such as: What's the problem with most sales presentations? What should sales presentations be about? What difference does it make? Why are so many sales presentations product-focused? How can salespeople bet

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Featured Guest



Don Cooper

Don Cooper—The Sales Heretic™—is an internationally-acclaimed sales expert who helps salespeople, business owners and professionals dramatically increase their sales. He delivers custom training and keynote speeches for corporations

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