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**November 7th 2013: Essential Selling Skills –
Let's Get Back To The Basics!**

Tony Dungy, former NFL coach and Super Bowl winner as a player and coach, once told me that it was mandatory for both his veteran and rookie players to attend Spring Training Camp. In Spring Camp, the players revisited the fundamentals of the game, the blocking and tackling. They also placed a great emphasis on conditioning. He went on to say the only way to consistently be a "Pro Bowler" was to regularly revisit the fundamentals. It's the same in selling. Sales professionals should regularly revisit basic selling skills to stay on top of their game. Tune into today's show to attend our Spri

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