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### The Business Edge

#### Archives Available

July 02nd 2014: **Compete on Value, Not Price :Timid Salespeople Have Skinny Kids!!!**

Your sales team is not your entire organization. However, your entire organization is your sales team --- because there is not one person in your organization who can't cost you a sale! Today's economy has caused 'non-traditional' salespeople to assume more sales responsibilities. The challenge is that these people don't want to be professional salespeople. But, they must be professionals who can sell. Bryan Flanagan addresses this challenge and how to communicate your value so you don't have to defend your price or your fees. You will learn that selling is a process, not a personality. Brya

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### Featured Guest



#### Bryan Flanagan

Bryan Flanagan's experience as a seasoned sales professional can be put to work for you! He began his career as a delivery boy for the IBM Corporation in Baton Rouge, Louisiana.

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