



# The Psychology of Selling: The Art of Closing Sales

*Brian Tracy*

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# The Psychology of Selling: The Art of Closing Sales

Brian Tracy

**The Psychology of Selling: The Art of Closing Sales** Brian Tracy

**With Brian Tracy's *The Psychology of Selling* you will learn how to program yourself for success.**

How would you like to triple your income in just 12 months?

That's the incredible promise legendary sales mastermind Brian Tracy makes in this "graduate level" sales training program *The Psychology of Selling* - one of the best, most comprehensive programs of its kind ever produced.

"Selling is an inner game," Brian states, "and the difference between top performers and average ones is not as great as you might think. Top performers just do certain things a little bit better each day." In these 12 sessions you'll learn the field-tested techniques that will give *you* that critical edge, so you can blow the roof off your closing rate and your commissions. In this landmark program, you'll discover:

- Why the top 20 percent of salespeople earn 16 times the average of the rest.
- The 10 characteristics of superior salespeople.
- The psychology of buying.
- How to break a prospect's preoccupation.
- Why goal setting is a key to sales success.
- Six ways to increase effectiveness.
- How to deal with a prospect's nine most common objections.
- The Law of Six and how it can help you.
- And so much more!

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