



# The Surprising Truth About Sales: A Holistic Approach to Closing a Deal

*Maria Johnsen*

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## **The Surprising Truth About Sales**

### **Dealing with `No`**

#### **A Holistic Approach to Closing a Deal**

Selling takes a lot of persistence, resilience, and dedication. It also takes a drive and determination, but when individuals actually breakthrough in selling; they will have learned one of the most lucrative professions known to man. Thus, it truly pays to prepare your sales team in landing new sales; it is beneficial to you and your team alike. It is equally important to teach, train, and learn; all of which will tend to keep a team together longer and in some cases it may take some time before people have their breakthrough so, it is significant to show true and genuine support.

The biggest challenges in sales is collecting and sorting through the mounds of "tips" and other good advice that are so common in sales know-how. My advice within this book is about what worked and works for me in various components of sales. This book gives a new twist on how to view the sales process, building up momentum one step at a time. The aim of writing this book is to provide supporting and opposing arguments related to sales operation, processes, and tasks within the organizations and agencies. The content within this book is based upon one's research; work in operational sales such as cold calling, business development, inside and outside sales in Europe and North America. You will read methods and strategies in online and off line sales. Great salespeople spend time helping prospects genuinely understand how a specific solution works for them. One will discuss about what works along with challenges in sales.

#### **Solution**

You will read tried and true strategies and tactics in cold calling, B2B business development, door to door sales, inside and outside sales.

#### **Solution Benefits**

- Online and Offline Sales Tactics
- Strategies On How To Motivate Sales Team
- How Fortune 500 Organizations Operate in Landing and Increasing Sales
- Best Practices in Cold Calling
- Dealing With Accent in Sales
- Landing a few thousand dollars in online sales
- Best practices of landing sales for E-commerce websites
- My tried and true strategies in sales
- And much more...

## About author

Maria Johnsen holds a Master of Science degree in Human, Computer Interaction/Computer Sciences from the Norwegian University of Science and Technology. Her professional background and education is diverse and includes skills in areas such as sales, multilingual digital marketing, content writing, software design and development. In addition, she possesses the experience and education in the management of complex Information Systems. Maria knows eighteen human languages and .She is also a multilingual SEO, PPC and social media marketing expert. Starting in 2008, she began offering search engine optimization services. Her company expanded internationally in 2009 carrying out various projects in Europe, North America and Asia. While offering services to the general public, Maria Johnsen continues to consult with corporate clients, agencies and small businesses. She has skills and proven records in all areas of search engine optimization including keyword targeting, competitor research, on-site optimization, and link popularity. Maria Johnsen writes fiction and nonfiction books in her spare time.

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