



## The 25 Most Common Sales Mistakes and How to Avoid Them

By Stephan Schiffman

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"*25 Sales Mistakes* is essential for any professional or organization committed to sales excellence."

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In the newest edition of this valuable manual, Stephan Schiffman offers updated advice to salespeople about getting prospects and making the sale. It's not just what you do--it's what you don't do:

- Don't sell against a competitor
- Don't be satisfied
- Don't stop getting ideas
- Don't use boilerplate proposals
- Don't overuse e-mail

The book also includes a new introduction and updated text. Schiffman offers salespeople the kind of advice--from listening to the client to following up on the sale--that has made him the best corporate sales trainer today. With Schiffman's book in their pocket, salepeople can avoid common blunders and make the sale.

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#### **Review**

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#### **About the Author**

Stephan Schiffman (New York, NY) has trained more than 500,000 salespeople at firms such as AT&T Information Systems, Chemical Bank, Manufacturer's Hanover Trust, Motorola, and U.S. Health Care. Schiffman is the president of DEI Management Group. He is the author of such bestselling books as Cold Calling Techniques and The 25 Sales Habits of Highly Successful Salespeople.

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