

Who Stopped the Sale?



*Learn to master the art of sales,
become an essential asset,
and close more business.*

by Richard F. Libin

Early Praise for *Who Stopped the Sale?*

Due out June 2010

Check back for excerpt!

“Richard Libin is a sales and marketing innovator, a man who is forever studying the way we perform in the workplace, and challenging us to find a way to do it better. In *Who Stopped the Sale?* he shows us that poorly managed sales systems and a careless approach to customer service, can hurt our bottom line more than our most feared competitor. He tells us, with insight and common sense gathered from years of observation and experience, how to stop competing with ourselves.”

--Jack Warren, Owner, Warren Business Graphics

“*Who Stopped the Sale?* is compelling, entertaining and a tremendous resource for anyone in sales. With new tips on every page and wonderful anecdotes that will stay with you as you move through a sale, this book reminds us how important it is to help a customer make the right selection. *Who Stopped the Sale?* teaches valuable lessons that will help your clients get the product or services that they really desire, ensuring they come back again and again.”

-- Diane Ricciardelli, Owner, SRB Solutions, Inc.

“An extremely useful and informative book based on a lifetime of experience – Richard Libin shows us that to be successful the new era of sales and service requires a new mindset, one that has to be constantly refreshed both personally and professionally through continuous education.”

--Mary Beth Aufmuth, author of A Study Guide for An Introduction to Sociology, President of the Cleveland Diocese's Council of Catholic Women