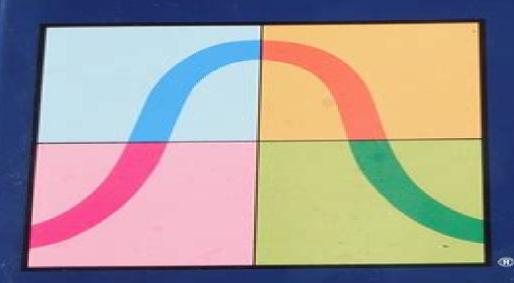
SITUATIONAL SELLING

An approach for increasing sales effectiveness



- Strategies
- Tactics
- Applications

DR. PAUL HERSEY

<u>Situational Selling An Approach For Increasing Sales</u> <u>Effectiveness</u>

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