



# Ending the COLD WAR Between Salesmen & Customers

*Jim Mathers, Andrey Sizov*

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## **Ending the COLD WAR Between Salesmen & Customers** Jim Mathers, Andrey Sizov

Today, these two former Cold War enemies have joined together in peace and understanding to solve a different kind of Cold War. A Cold War that has been going on for centuries: the Cold War between Customers and Salesmen. Every day in every market place in the world, customers have been pitched, run over, worn down, "sold," harassed, lied to, sucked up to, taken "care" of, or bribed for centuries. Salesmen have been lied to, "sold," harassed, bribed, knocked down, put down, abandoned, demoralized and left in the dust. Talk to the average sales rep and they will tell you: "It's a war out there." Ask the average customer and they will say: "you just can't trust salesmen." In this book, you will learn how to end this Cold War, and as a result become a healthier, happier and wealthier sales professional.

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