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""SUMMARY""; ""PROVE YOU KNOW THE BASICS""REVIEW""; ""PART III  
BACK TO BASICS ""; ""SOME THOUGHTS ON SELLING IN TOUGH TIMES"";  
""LITTLE THINGS COUNT""; ""LITTLE COURTESIES COUNT BIG"";  
""CUSTOMER SPECIAL TREATMENT EXERCISE""; ""SELLING VIA THE  
TELEPHONE""; ""TELEPHONE OPPORTUNITIES (Let your fingers make you  
successful)""; ""HOW TO BE A TELEPHONE PROFESSIONAL""; ""DOING A  
NUMBER ON THE TELEPHONE""  
""HOW TO HANDLE THE DIFFICULT CUSTOMER""""TEN UNFORGIVEABLE  
MISTAKES""; ""SELLING OCCUPATIONS PAY OFF IN MANY WAYS""; ""CASE  
#6: WENDY THE WAITRESS""; ""SELLING AND TIME MANAGEMENT"";  
""CASE #7: WHO WILL WIN THE TRIP TO HAWAII?""; ""REWARD  
YOURSELF""; ""SALES SUCCESS FORMULA""; ""EXERCISE: DEMONSTRATE  
YOUR PROGRESS""; ""LOOKING AHEAD""; ""AUTHORa€S SUGGESTED  
ANSWERS""; ""FINAL REMINDER!""

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