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Ruth Klein

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THE

EVERYTHING GUIDE TO BEING A SALES REP



Winning secrets to a successful-
and profitable-career!

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Successful selling is much more than qualifying prospects and making calls. If you're planning on entering the exciting field of sales, *The Everything Guide to Being a Sales Rep* is your unique career handbook, with constant "keep positive reminders" and practical applications throughout. Written by a seasoned-and successful-sales professional, *The Everything Guide to Being a Sales Rep* teaches you the proven five-prong approach to selling: Identifying and following the roadmap to sales success Understanding the psychology and motivation of sales Clarifying goals, prospects, and customer relationships Making time to sell, market, and follow up on products and services Keeping a positive attitude. With *The Everything Guide to Being a Sales Rep*, you'll learn how to use two of your most valuable assets-time and energy-to create an extraordinarily dynamic and profitable selling career.

About the Author Recognized as a media figure and personality, Ruth Klein is a savvy consultant with over fifteen years of first-hand experience with clients. Her speaking audiences describe her as "motivating, fun, enthusiastic, and informative," and the media calls her "part marketing maven, part shaman, and part action coach." She is a columnist for the magazines *My Business* and *Women as Managers* and is the author of two previous books. She also publishes an e-newsletter, *Business Consumer Trends Today* that reaches some 5,000 businesses. Ruth lives in Bakersfield, California.