



A Salesman Walks into a Classroom: The Art of Sales Meets the Science of Selling

Paul D. Barchitta

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A career in sales can be like an amusement park ride; it's riddled with daily ups and downs. In *A Salesman Walks into a Classroom*, author Paul D. Barchitta presents a wide range of information about what a professional career in sales actually entails. Meant as a roadmap for success, this guide discusses getting back to the basics. It provides an overview of what the life of a salesperson is all about, from finding your passion to gaining the freedom and independence that a career in sales can offer. It offers specific details and recommendations about time management, including how to prioritize sales calls, where a career in sales can lead you, and how to prepare yourself to get the sales job you want. It also addresses compensation and commission plans and underscores the value of sales training and development. Barchitta focuses on the significance of ethical behavior among salespeople and discusses the evolution from short-term transaction selling to long-term relationship selling. He provides understanding of the magnitude of who the customer is and outlines a model of the steps in the selling process. *A Salesman Walks into a Classroom* presents a step-by-step guide to help you navigate the often rocky career of sales by learning to identify customers, make the sale, and foster long-term relationships.

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