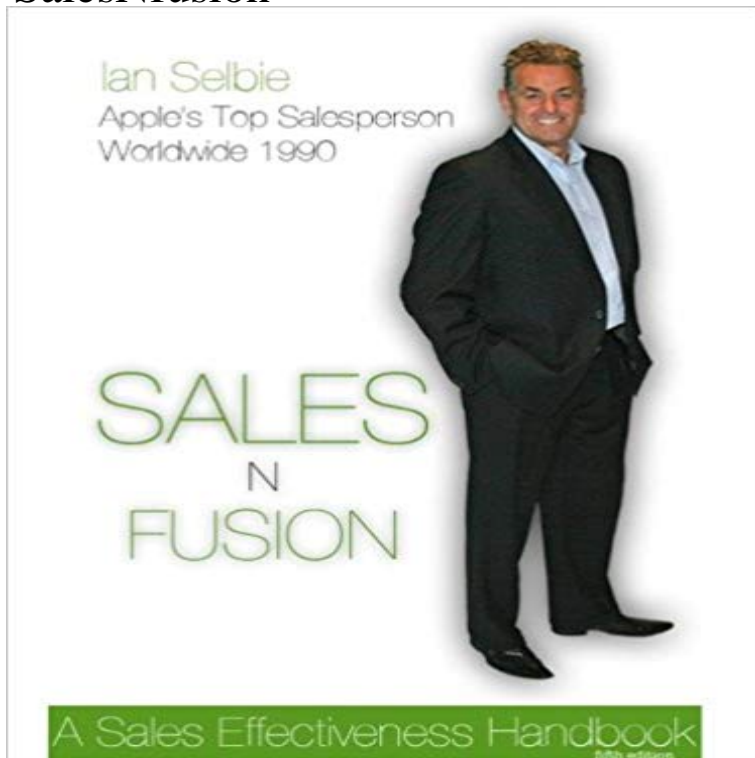


## SalesNfusion



SalesNfusion the fifth edition, authored by Ian Selbie, CEO & President of Conselleo Consulting Inc. Since 1994 Ian Selbie has trained over 15,000 sales professionals from 7 different countries around the globe. Conselleo provides professional sales training, coaching, consulting and software for organizations in today's highly competitive economy. Ian is also a professional speaker on the topics of Sales and Sales Leadership. Prior to launching Conselleo in 1994, Ian was recognized by Apple Computer as the Top Sales Person in the World, for his successes in developing corporate and government accounts. SalesNfusion captures Ian's experience and presents it in an easy to understand manner. The book contains many of Ian's selling secrets and methods for success in high end sales. SalesNfusion also includes a self assessment so that readers can analyze their selling approach and identify areas for improvements. The Salespersons Creed: They wish their merchandise was better, their prices lower, their commissions higher, their territories smaller, their competitors more ethical, their bosses more sympathetic, their advertising more effective, their customers more human. But they are realists who accept the fact that none of this will ever be. Each morning they hoist onto their backs the dead weight of last year's sales record and this year's quota and go forth to do it all over again. Yet, for all that, they are absolutely certain that tomorrow will be better and there is nothing they would rather be than a SALESPERSON!

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