



Sales Persona Excellence: The 5 Hidden Determinants For Quantum Sales Leaps

Jacky Chua

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Outclass the Competition

Dominate Your Niche

Multifold Sales Revenue

Ever wondered how some salespeople are able to enjoy consistent and sustainable sales success?

Albeit having the same arsenal of skills and experience as you, why are they able to sell more with lesser effort?

The missing link differentiating the top producer from the average Joe is in his persona. In this book, I unravel the 5 intrinsic determinants that constitute persona, and illustrate with case studies on how you can acquire and apply them to your advantage.

This book is specially written for entrepreneurs, business owners, insurance advisors, real estate consultants, and any professionals who want to excel in sales. The strategies and methodologies enclosed are highly relevant for today's sales climate, and are used to train companies across the world. Ensuring that you reap the most out of it, each chapter is peppered with activities, reflections and thought-provoking questions.

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