



Sales Talk: How to Power Up Sales Through Verbal Mastery

Len Serafino

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The key to successful sales is going back to the basics: talking, writing, and other nonverbal communication. Sales Talk is a complete program designed to help you improve communication skills through myriad means—from reading more to listening better; and from developing effective presentations to delivering the timely, refreshing pause.

Using his highly effective techniques, longtime sales trainer Len Serafino guides you on how to:

- Convey passion in your pitch
- Use presentation tools to your best advantage
- Make e-mails work for you, not against you
- Convey confidence in your body language
- Write perfect follow-up letters
- Master your public speaking skills

No matter what your level of experience, Sales Talk is an ideal resource guaranteed to be an asset in any sales situation—no matter how challenging.



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