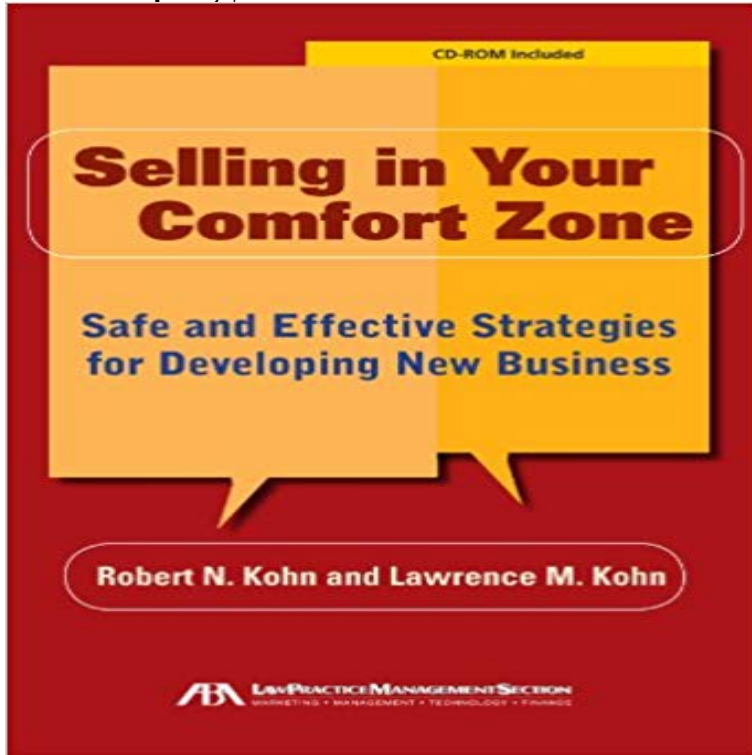


# Selling in Your Comfort Zone: Safe and Effective Strategies for Developing New Business



This book will help anyone overcome their discomfort with selling. It will help the reader achieve a fundamental shift in attitude and behavior. This guide proves that selling can be done effectively and comfortably, by motivating the reader to take action and identify strategies and tasks that they are comfortable doing.

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Developing New Clients), published in 2009 by the American Bar Association and Selling with Honor (Strategies for Selling Without Selling Your Soul), originally Mr. Kohn's business experience covers a broad range of industries.

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