



ZenWise Selling: Mindful Methods to Improve Your Sales...and Your Self

Lee Godden

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Lee Godden's award-winning book, *ZenWise Selling: Mindful Methods to Improve Your Sales...and Your Self*, clearly explains how to sell goods and services profitably and ethically, and how to achieve both financial and personal success as a sales professional. Selling can't be done on auto-pilot. Successful sales professionals are consultative experts who know that prospects become customers only after trust and credibility are established. *ZenWise Selling* teaches how to easily and efficiently attract and retain customers, and how to deepen and broaden customer relationships. Readers will examine their values and ethics, strengths and weaknesses, desires and fears. This inspirational, fast-paced and interactive book will help them sell more...with less stress. *ZenWise Selling* was named Finalist in ForeWord's *Book of the Year* Awards, and has been translated into several languages for distribution worldwide.

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