



## The First Rule of Selling: How Storagemart Led an Industry Out of Recession

By Tron Jordheim

Wheatmark, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Months before the recession began, Tron Jordheim knew something was wrong. StorageMart's sales were down during the busiest season of the year. Conversion rates for rental inquiries had decreased -- and a lot of those inquiries came from people facing foreclosure or eviction. Unlike so many businesses, StorageMart survived the crash . . . and thrived. What happened? StorageMart developed a sales culture that enabled it to sell to more people, keep its current customers longer, and generate more revenue per customer. In *The First Rule of Selling*, Tron Jordheim shares the secrets of a good sales culture: Recruiting people with skill and initiative, Providing your sales staff with the resources they need, Making good use of scripts, Getting inside your customers minds, and much more! If you love a good business story, you need to read this book. *The First Rule of Selling* will work for you too.

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