

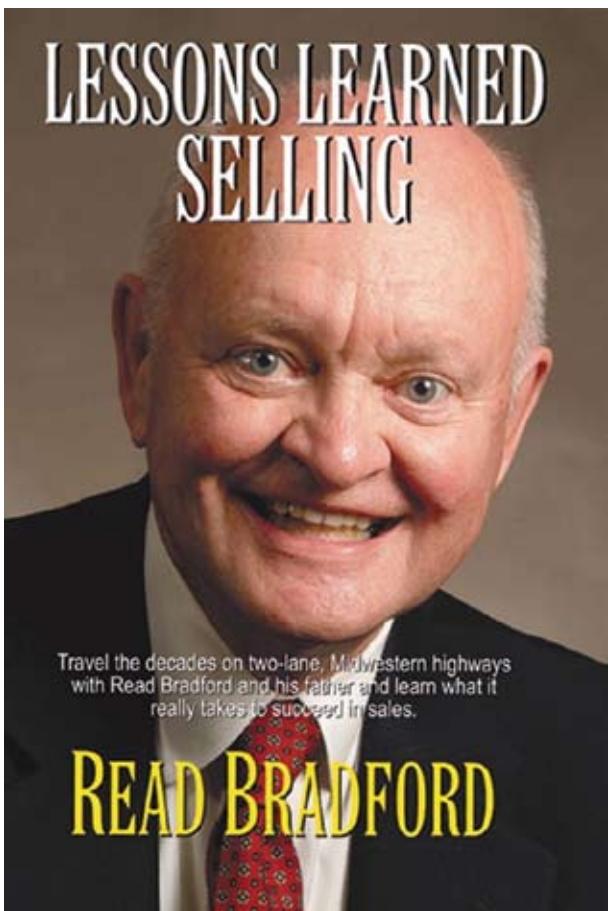
# Read Bradford

*Speaker • Author*

***For Sales Meetings and Seminars, Read Bradford presents:***

## **SELL LIKE THE PROS**

- The Most Important Secret
- Do You Really EMPHATHIZE?
- Make Your Product or Service the Best
- Are You Really an Industry Expert?
- Can You Face Your Biggest Enemy?
- Do You Make the Best Use of Your Time?
- Do You Study Your Sales' Call Records?
- Do They Value Your QUALIFIED OPINION?
- It's Not About You, Or Is It?
- Differentiating Demonstrably Beneficial Advantages
- Help Them Discover Truths for Themselves
- It's the Marketing, Stupid!
- Are you Ready to Make the Presentation?
- Can you Analyze the Customer's Situation?
- The Only Way to Get Someone to do Something
- Are You Really Enthusiastic?
- Do You Use Core Open Ended Qualifying Questions?
- Are You a Fast Responder?
- Have You Developed your Selling Style?
- Can You Recommend the Right Competitor?

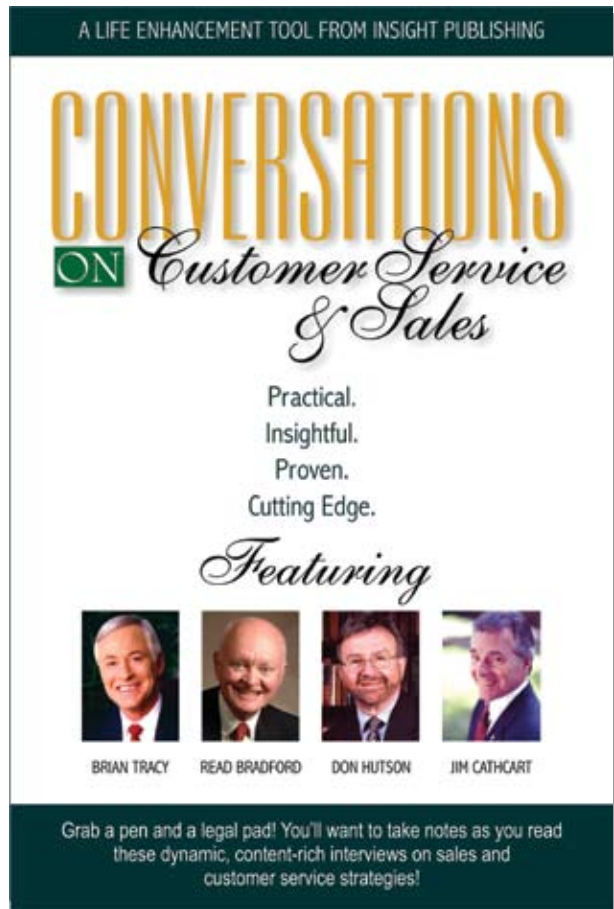
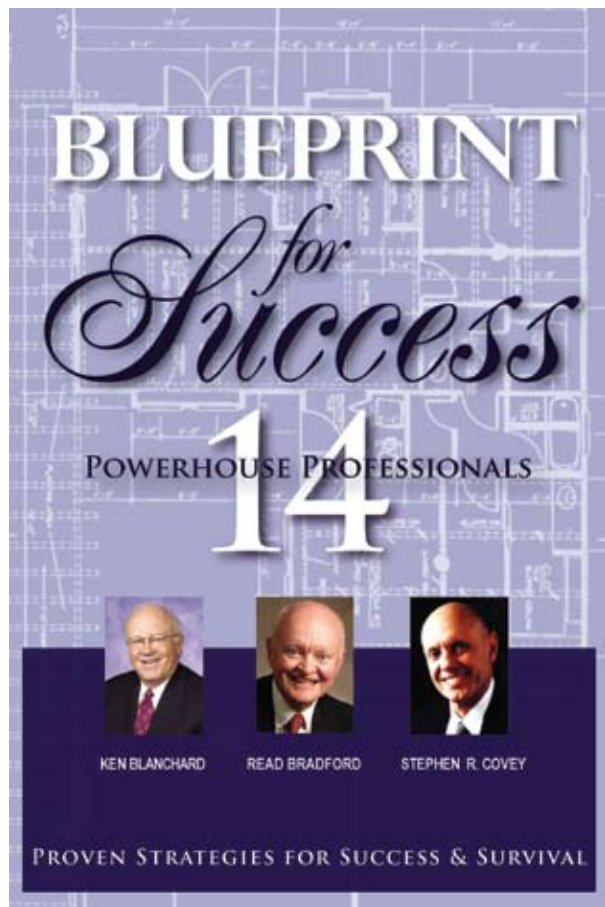


In his first book, *Lessons Learned Selling*, Read provides 70 actual business-to-business sales stories and the lessons learned from each. Covering 50 years and three generations of selling, Read offers new insights like: the customer is often wrong, the customer needs a purchasing structure and buying from the low bidder can be very expensive.

Read has built careers in speaking and in sales. Read travels the country speaking to conventions, dinners and sales meetings. He presents a fast moving, entertaining program with a powerful message. Read Bradford, MBA, is CEO of Bradford Systems Corporation of Chicago, a leading company in records and information management.

## *Blueprint for Success*

The authors in this book will help you expand your horizons and gain a whole new perspective on how to achieve success. You owe it to yourself to learn what the successful people in this book know. There's no time like the present. A rewarding experience awaits you. Featuring STEPHEN R. COVEY, READ BRADFORD, & KEN BLANCHARD.



## *Conversations on Customer Service & Sales*

What could be more exciting than sitting down with 13 of America's preeminent experts on customer service and sales? Read Bradford, Brian Tracy, Don Hutson, Jim Cathcart and eight other preeminent experts share their expertise on topics that will help you get a leg up on your competition and a jump start on your success.

*Contact Read Bradford*

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