



# **Selling Just Got a Whole Lot Easier: New Insights Into Natural Influence and Conditioned Human Behaviours**

*Joe Camilleri*

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There have many books written on the subject of selling, most telling a story of the writer's personal sales story. This book is a little different; although it tells a story of personal sales experience it also tells a story about the sales success of thousands of sales people that the author had the pleasure of personally training.

Over the many years that Joe Camilleri has been studying the behaviour of sales people, he concluded that much of the training was unnecessary. He found that most people know how to sell without training and that experienced sales people seem to have more difficulty adapting to a new sales role than do the inexperienced.

For the past seven years, he has looked into the reasons why this is the case and what he discovered will not only help to improve the sales performance of experienced sales professionals and those new to a sales role, but it will also help the sales trainer in improving the structure of their future sales training programs.

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