



The 8 Best Practices of High-Performing Salespeople

Norm Trainor

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What does it take to become a high-performing salesperson?

This book reveals the eight best practices you need to master in order to become a top producer. *The 8 Best Practices of High-Performing Salespeople* follows the stories of real sales professionals, relating their experiences and challenges first-hand. *The 8 Best Practices of High-Performing Salespeople* is like a private coaching session for those who want to increase sales and build lasting value in their business. It offers practical advice and simple strategies from the best in the business, even letting you in on actual situations and conversations. No matter what business you are in, adopting the *8 Best Practices* will increase your revenue and allow you to reach your full potential.

"Norm Trainor brings you concrete advice and sheer wisdom on the 'inner game' of sales. Much beyond just learning about breakthrough sales performance from the best in the business, reading this book is like getting private coaching sessions from someone who has mastered how you can constantly surpass yourself in creating client capital."

—Hubert St. Onge, Senior Vice President, Strategic Capabilities, Clarica

"Norm Trainor has proven that he's the master of relationship selling. He has shown how to achieve excellence as a salesperson and, more importantly, how to manage success to become a thriving business owner. This book has value for salespeople wherever they are on their career journey."

—Steve Stacey, Vice President and Director, Nesbitt Burns Inc.

"This book is a must-read for any sales professional who wishes to grow their practice in the future."

—A.A. (Art) Schooley, General Manager, Manulife Financial

"Norm Trainor gives the reader a fast, easy-to-understand journey to success. This book is a must-read for the ambitious salesperson-it is loaded with useful information."

—S. Ross Johnson, Retired President, Canadian Operations, The Prudential Insurance Co. of America

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