



# Retail Selling Ain't Brain Surgery, It's Twice As Hard

*James E. Dion*

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# Retail Selling Ain't Brain Surgery, It's Twice As Hard

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## **Retail Selling Ain't Brain Surgery, It's Twice As Hard** James E. Dion

A complete guide to selling in a retail store. Written in a easy to understand format with do it yourslef exercises for sales associates to practice their skills. Used by many retail stores as a training guide for their sales assoicates. A complete test is available free of charge to test competency of sales associates.

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