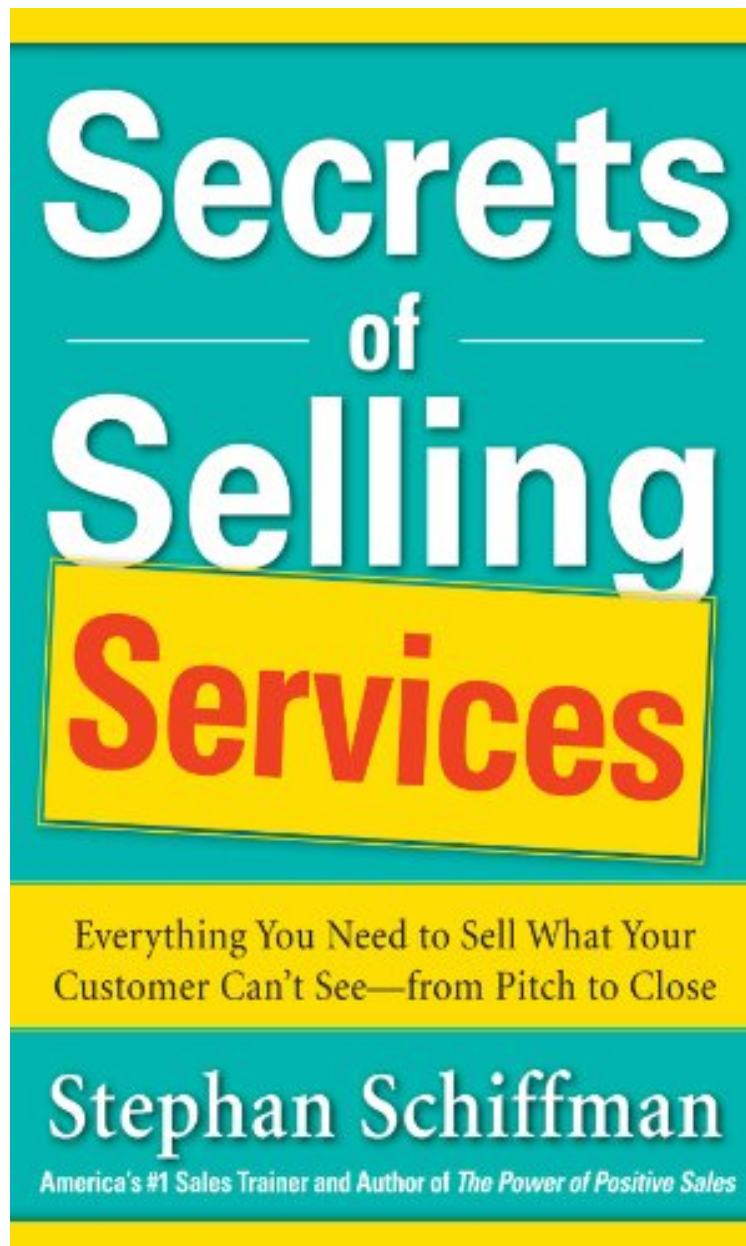


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About the AuthorStephan Schiffman is the founder of DEI Sales, which has trained more than 500,000 professionals in 9,000 companies globally over the past 30 years. He is the author of dozens of books that have sold more than one million copies, including *The 25 Toughest Sales Objections--and How to Overcome Them*, *The Power of Positive Selling*, *Cold-Calling Techniques*, *Closing Techniques*, and *Stephan Schiffman's Telesales*.