



Sales Mind: 48 tools to help you sell

Helen Kensett

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We're all selling something every day, whether at work or closer to home. But with advanced technology and mass competition, it's never been harder to capture people's attention. That's why we need to develop our sales mind: mastering our innate selling skills will help us cut through the noise in any situation.

Drawing on the wisdom of psychology, mindfulness and cultural history, as well as a lifetime in sales, Helen Kensett has created 48 beautifully illustrated tools to help you:

- become more focused, and develop a more mindful approach
- gather crucial knowledge about your buyer, market and what you're selling
- identify and communicate clearly the key aspects of your pitch
- up your creativity, generate the best ideas and close the deal.

From quick tricks for getting focused to simple skills like writing killer emails, *Sales Mind* is full of practical tools, real world tips and psychological insights to help you improve your selling at every step.

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