



## Love and Selling: Suck less at selling

*Dan Smaida*

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# **Love and Selling: Suck less at selling**

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Let's face it: there's a lot of sucky selling going on in the world today. Sellers have been trained to use artificial tactics in pursuit of the sale. Like a woman in a bar bracing for another cheesy, tired pickup line, customers are now warier than ever.

In *Love and Selling*, Dan Smaida uses the Lens of Love to call out all those cheesy, cringe-worthy "tactics" and offer more authentic alternatives. The book uses the simple lessons we all understand about love and relationships to transform the way we think about selling. No "sales processes," no seller-centric models, just tried-and-true behaviors that work in business . . . and in love.

When sellers ditch the tricks and focus on developing true relationships, they create real partnerships with customers, enjoy their jobs more, and see better results.



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