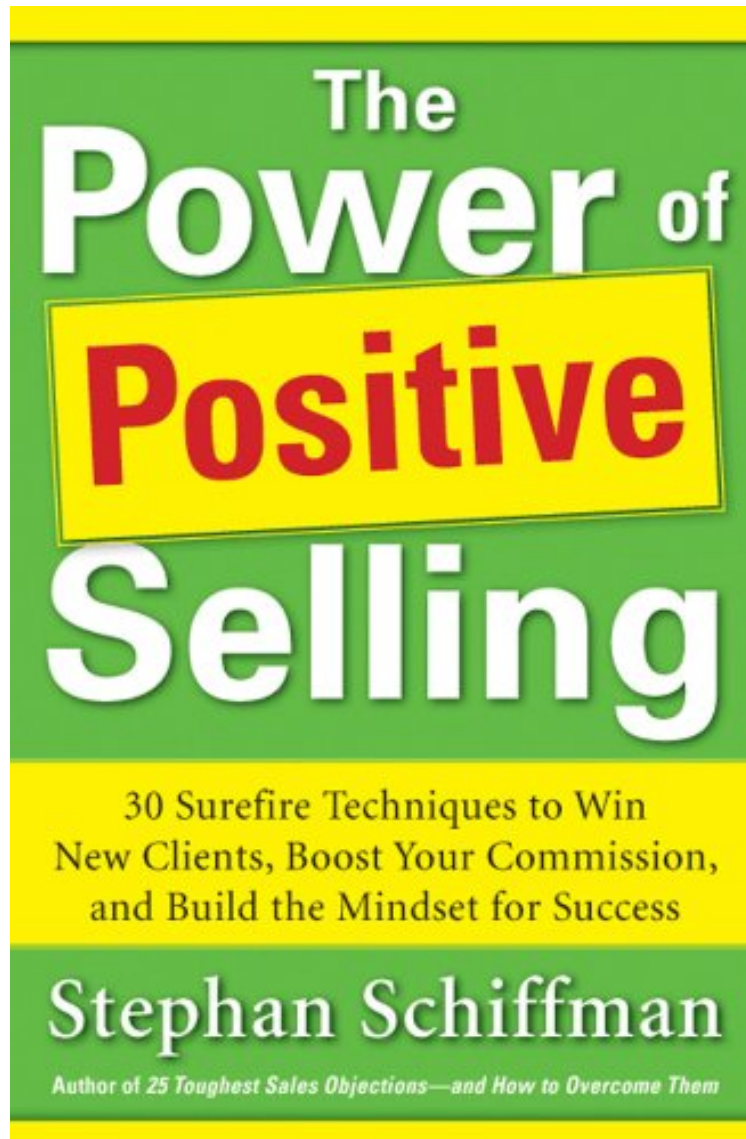


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About the AuthorStephan Schiffman is the founder of DEI Sales, which has trained more than 600,000 professionals in over 9,000 companies during the past 30 years. He has written dozens of bestselling books that have sold well over a million copies, including *The 25 Toughest Sales Objections?and How to Overcome Them*, *Make the Sale Happen Before Lunch*, *The 25 Sales Habits of Highly Successful Salespeople*, *Cold-Calling Techniques*, and *Closing Techniques*.