



The DNA Selling Method: Strategies For Modern-Day Sales People in the *From Great Moments in History Series*

Patrick Henry Hansen

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Patrick Henry Hansen's The DNASelling Method draws on some of history's most compelling moments to teach modern selling principles--Julius Caesar's conquest of Gaul, Watson and Crick's discovery of the DNA double helix, Joshua Chamberlain's call for bayonets at the battle of Gettysburg, and more. Beginning each chapter with a captivating historical event, The DNASelling Method both informs and entertains. Systematic Approach to Prevent Traditional "Show Up, Throw Up" Behaviors. Improve Questioning and Listening Skills. Objection Management, Effective Closing Strategy.

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