



# **The Fisherman's Guide To Selling: Reel in the Sale - Hook, Line, and Sinker**

*Joe DiMisa*

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## **Cast the right bait, and reel in the sales!**

Sales expert Joseph DiMisa draws on his experience as a seasoned saltwater fisherman to explain how to land the big one, or sale, through the eyes of an angler. In *The Fisherman's Guide to Selling*, DiMisa explains strategies used for catching everything from small fish (frequent transactional sales) to big game fish (a GBP 100k+ account). Handy sales tips, useful checklists and a bounty of clever fishing metaphors complement the content to describe a successful sales process that any salesperson will benefit from:

- knowing what the fish (clients) are biting
- keeping the tackle box full
- casting a wide net and checking the lines
- and preparing for rough seas ahead



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