



Own the Zone: Dominate the Competition

Allan Colman

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Do you want to dominate the competition?

- Do you want to grow more business?
- Do you need to learn how to "close"?
- Do you have a sales formula that works for you?

Own the Zone is perfect for business leaders, professionals and entrepreneurs interested in growing their business. Unlike many sales books produced for the non-professional, this book combines many techniques into a framework that will feel comfortable for a professional selling a high end service. This easy-to-read sales strategy encourages professionals to pay attention to the details when meeting with potential clients. It also gives step-by-step instructions on how to get past the pain and discomfort of asking for business.

A lot of business authors are more preoccupied with overwhelming their audience with data, although relevant, that is provided simply to show how much knowledge of the subject they have. Not the case with this extremely helpful and concise book. *Own the Zone* is very effective and gets to the point fast and with a lot of punch. Professionals, in any field, should keep it handy and read it regularly until it becomes second nature.

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