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By Linda Eve Diamond

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When it comes to sales presentations, every word counts?but who has the time to craft perfect presentations all the time?

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- Making a great first impression
- Finding and cultivating prospective clients
- Grabbing and holding your customer's attention
- Establishing your product's value
- Getting commitment?and closing the deal

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## **Editorial Review**

### **About the Author**

**Linda Eve Diamond** is the author of several business and self-help books, including *Perfect Phrases for Building Strong Teams*, *Teambuilding That Gets Results*, and *Rule #1: Stop Talking! (A Guide to Listening)*. Visit her Web site at [www.LindaEveDiamond.com](http://www.LindaEveDiamond.com).

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