



# Science of Sales

*Pranab Bhalla*

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## **Science of Sales** Pranab Bhalla

A book to guide you in the most rewarding directions!

Typically, the journey to becoming a master salesperson is long and painful, full of trial and error, requiring perseverance and constant self-motivation. But it doesn't have to be that way!

While pundits may describe sales as an art form, the truth is that – like science – it is based on core principles and practices. In order to get better at sales, a salesperson need only improve on these individual building blocks.

In the Science of Sales, author Pranab Bhalla builds a logical framework for budding professionals on the process of sales. Here you will find:

- The right psychological approach
- The building blocks of cold calling and business development
- The art of questioning
- The sales presentation
- Understanding buying decisions
- Dangling the bait

And much, much more!

Pranab Bhalla works in the Indian IT sales industry. Throughout his career, he has donned many roles in sales and business development. From selling insurance and telecom products door to door, to closing multimillion dollar transactions for large MNCs, Pranab has gone through the grind. He is based in Gurgaon and married with two children.

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