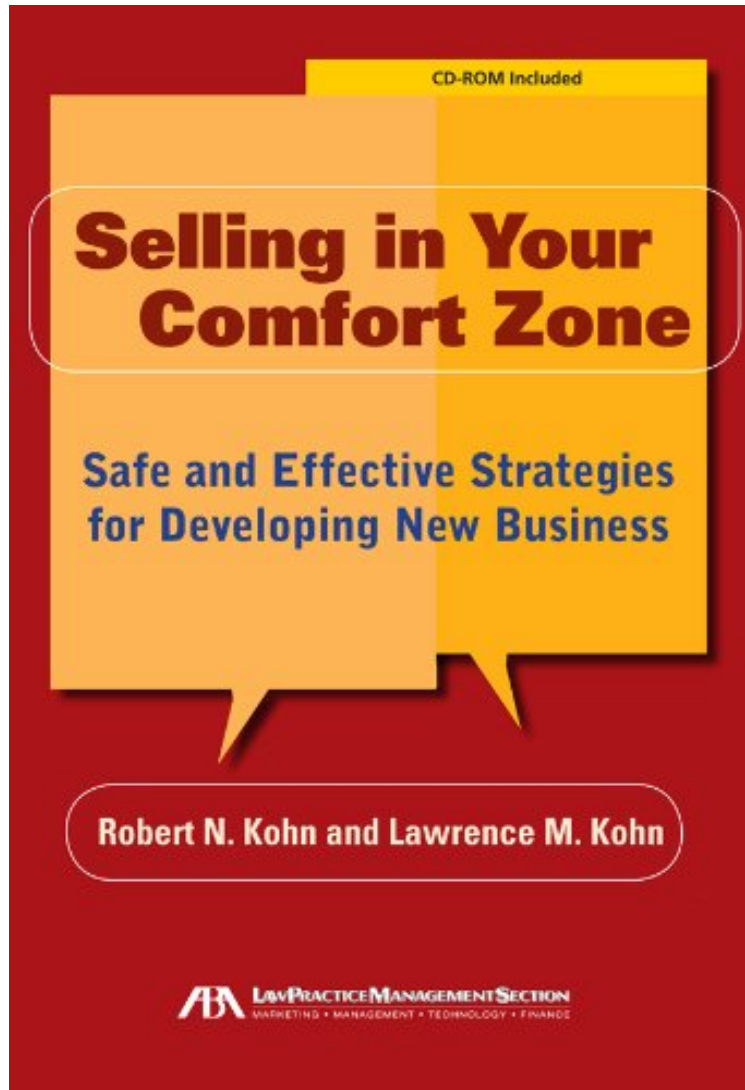


# Selling in Your Comfort Zone: Safe and Effective Strategies for Developing New Business

*Robert N. Kohn, Lawrence M. Kohn*  
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This book will help anyone overcome their discomfort with selling. It will help the reader achieve a fundamental shift in attitude and behavior. This guide proves that selling can be done effectively and comfortably, by motivating the reader to take action and identify strategies and tasks that they are comfortable doing.