



White Collar Combat, The Sweet Science of Selling

By Dave Saben

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 204 pages. Dimensions: 7.9in. x 5.0in. x 0.6in. White Collar Combat No matter what shape you're currently in, you're here reading about a book called White Collar Combat because, let's face it, you've been knocked down a time or two and want to quit getting your ass kicked! This is not your father's sales methodology. This is written for the modern sales combatant, living in a world with CRMs and cells. As a boxing practitioner, enthusiast and sales combat veteran, I'm here to tell you that to become a professional sales person you will need to train your mind and body with the same dedication as a professional boxer. To an uneducated observer, boxing appears to be a brutal, harsh and unrefined sport. Two people stand on opposite ends of a 20 by 20 square. Once a bell rings, their tightly-coiled bodies collide in a fiery dance of movement and intentional violence. But boxing is not what it appears. It is a calculated sport centered on technique, intelligence, skill, desire and effective aggressiveness. It is the truest of all sports; the one featuring the most moments...



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