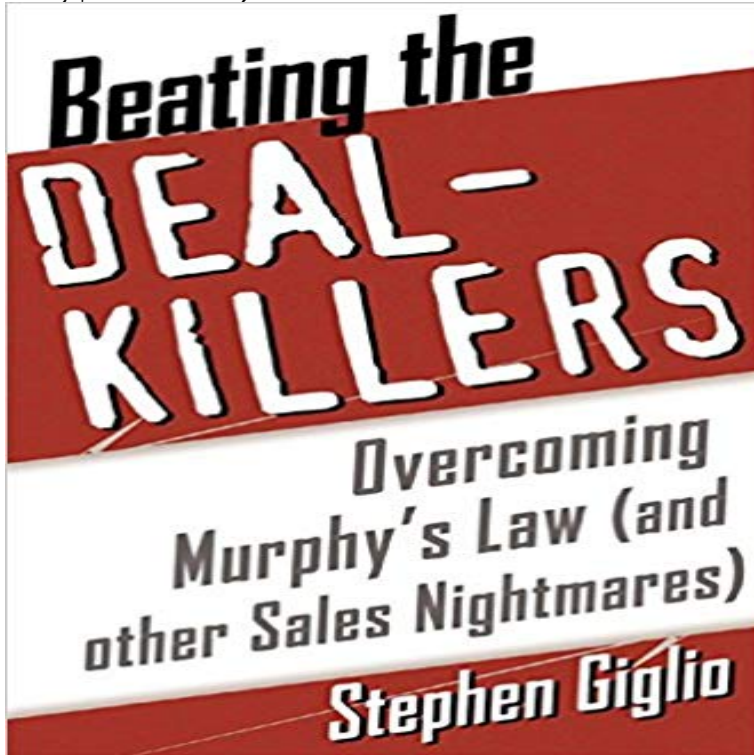


Beating the Deal Killers: Overcoming Murphys Law (and other Sales Nightmares)



Strategies for overcoming clock-watching clients, spilled coffee, and other sales nightmares and closing the sale. Selling is tough, and what can go wrong often will. Successful salespeople know they must prepare themselves for every potential deal-killer. *Beating the Deal-Killers* provides situation-specific advice for anticipating problems, handling them deftly, and returning everyone's attention to the matter at hand, completing the sale. More than just a valuable troubleshooting guide, however, this book by award-winning sales executive Stephen Giglio gives sales pros firsthand techniques they can put into action at their next sales meeting. Battle-proven tips and pointers include: How to prepare for a relaxed yet take-charge sales call. Techniques, actions, and phrases for motivating a prospect. 10 effective ways to field objections.

We've started our countdown to National Handbag Day on October 10, and that means we'll have special features for you every day, right up to the big event! Today, we're here to talk about the intersection of celebrity and accessories, and more specifically, how the two can become intertwined in public consciousness for years. The kinds of stars who carry a particular bag do a lot to shape the market's perception of it and the designer who created it, which is why so many brands give out free bags to stars now: they're hoping to create positive associations. In the cases you see below, though, things came along a little bit more naturally. You can't rush love, after all. Think of a bag-celeb duo we missed? Let us know in the comments!

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