

**You can set your own limits,** raising your targets in the sales arena with the help of an individually tailored work strategy. The efficacy of your sales performance, both immediate and long-term, depends more than anything else on your personal attitude to work. If working strategies are not geared to the individual, they have no prospect of success. A pattern of working practices broadly tailored across the workforce has no chance of being effective: it has to be customized and in keeping with the needs of the individual.

→ Hans Peter Frei shows viable ways of developing and perfecting your own work strategies. This book demonstrates how you can really improve your results: by creating an individual work strategy, you can establish your own benchmarks in sales performance.



Sales executive **Hans Peter Frei** had a career in international sales and marketing before setting up his own company in 1992. He specializes in winning new clients within the service industries, and is a member of Club 55, the society of European sales and marketing experts.



Hans Peter Frei

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