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Discovering What Your Customer Really Wants By
Paul Cherry**

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Author: Questions That Sell: The Powerful Process For Discovering What Your Customer Really Wants (American Management Association) 2006 First Edition.

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He is the author of Questions That Sell: The Powerful Process for Discovering What Your Customer Really Wants. Patrick Connor is Managing Partner at

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Paul cherry (author) - wikipedia

Paul Cherry is a sales author and sales effectiveness professional residing in Wilmington, The Powerful Process for Discovering What Your Customer Really Wants Michael Gray of Profit Advisors stated, "Questions That Sell is advanced

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