



# **Selling with Soul: Achieving Career Success without Sacrificing Personal and Spiritual Growth**

*Sharon V. Parker*

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# Selling with Soul: Achieving Career Success without Sacrificing Personal and Spiritual Growth

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"The ability to sell yourself and your ideas may be the most essential skill for achieving business success. Even so, society demeans selling and salespeople, perpetuating stereotypes that make us cringe. In *Selling with Soul*, author Sharon V. Parker attacks those attitudes head-on and explodes the myths about salespeople being unprofessional and driven by self-interest. *Selling with Soul* counters many of the negative notions of selling by explaining why it is an honorable profession that creates value for all when it is done with empathy for the customer and a firm commitment to principles. Parker helps you learn the skills and attitudes that result in successful sales careers, and she shares the lessons that can result in a successful, balanced life—lessons she learned during a twenty-six-year career in sales. In this, the second version of *Selling with Soul*, Parker includes a review of sales basics, updated with how people buy today. She also shares ideas for finding and keeping new business, and she presents lessons in the soft skills so essential to selling with integrity and empathy: listening, conflict resolution, understanding personal styles, dealing with temptations and compromise, and creating a life consistent with your values. *Selling with Soul* helps heal the split between job and spirit. It shows how problem-solving, creating value, and treating others with empathy and integrity are the keys to selling—and living—with soul."

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