



# The Art and Science of Resort Sales

By Dennis McCann, Ben Gay III

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"The Art & Science of Resort Sales" was written by Dennis McCann and Ben Gay III as an addition to the world-famous "The Closers" series of books, cassette programs, newsletters and seminars. It takes all of the information in that material, showing you how to tailor it for the timeshare/fractional/membership industries. Loaded with specific presentations and strong selling techniques, it's a must if you're in any aspect of resort sales.

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### **Editorial Review**

#### **About the Author**

Two heads are better than one, especially if one is Ben Gay III (one of the most famous salespeople/sales trainers alive), and the other is Dennis McCann (a legend in the timeshare business)! Taking the best from both, "The Art & Science of Resort Sales" teaches you the specific skills that enabled each of these men to rise to the top of the selling profession and stay there. Gay, for instance, has been the #1 salesperson at every company with which he has ever been associated. Now you can find out how he did it!

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