

*'Finally a book that shows the heart of selling' John Y. John*

# TRUST ME, I'M A SALESMAN



how you earn profitable customers  
through trust and value

**YURI VAN DER SLUIS**

96.000 HOURS OF HIGH  
LEVEL SALES TRAINING  
PACKED INTO 30  
CARTOONS!

*'All Sales  
People should  
read this book!'  
ABCD News*

## You want to be a sales wolf or a top sales dog?

The sales wolf desperately chases customers  
every moment of the day. Sell! Sell! Sell!  
While the sales dog has customers waiting on his  
doorstep, asking to buy.

Apply the right mindset, so you become the  
Top Sales Dog in your industry, region or division by  
excelling in trust and value.

Yuri van der Sluis has over 20 years of sales  
experience and trained more than 10,000  
sales professionals putting the customer at  
the heart of their selling and become Top  
Sales Dogs.

Learn more about sales success  
through trust and value:  
[www.yurivander.com](http://www.yurivander.com)  
[www.trust2sales.com](http://www.trust2sales.com)

