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- **Zero inventory risk.** Print-on-demand through IngramSpark, fully returnable, at a full 55% trade discount.
- **Canadian author.** Christopher G. Brooks, Halton Hills, Ontario — a fit for Canadian-author and local business sections. Legal deposit filed with Library and Archives Canada.
- **A series, not a one-off.** Readers who buy Book 1 return for Book 2 — and further titles are in development.

"The only salesperson in the room is the client. You are there to help them sell themselves on the right decision."

— Selling Made Simple



Selling Made Simple

Sales 101, Book 1



Sales Leadership Made Simple

Sales 101, Book 2

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Selling Made Simple

Sales 101, Book 1

Author: Christopher G. Brooks
Publisher: This Is Love
Published: June 2026
Paperback: ISBN 978-1-0678407-0-9
Ebook: ISBN 978-1-0678407-1-6
Format: Paperback, 112 pages, 6" × 9"
List Price: \$24.99 CAD / \$19.99 USD
BISAC: BUS058000, BUS041000, SEL027000

A practical guide for salespeople built on the natural buying flow and relationship-first selling. Covers the internal game, why objections are rarely about price, and how to think about the sales role as an assistant buyer rather than a closer.

"Nobody taught you how to buy a chocolate bar." — from Chapter 5

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Sales Leadership Made Simple

Sales 101, Book 2

Author: Christopher G. Brooks
Publisher: This Is Love
Published: June 2026
Paperback: ISBN 978-1-0678407-2-3
Ebook: ISBN 978-1-0678407-3-0
Format: Paperback, 126 pages, 6" × 9"
List Price: \$24.99 CAD / \$19.99 USD
BISAC: BUS058000, BUS041000, BUS071000

A practical guide for sales managers covering pipeline clarity, probability-based forecasting, KPI frameworks, and the internal game of leadership. Written for the manager who was promoted because they could sell and is now figuring out how to lead a team.

"Manage the plays. The score takes care of itself." — from Chapter 3

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