

# STRAIGHT LINE SALES CERTIFICATION



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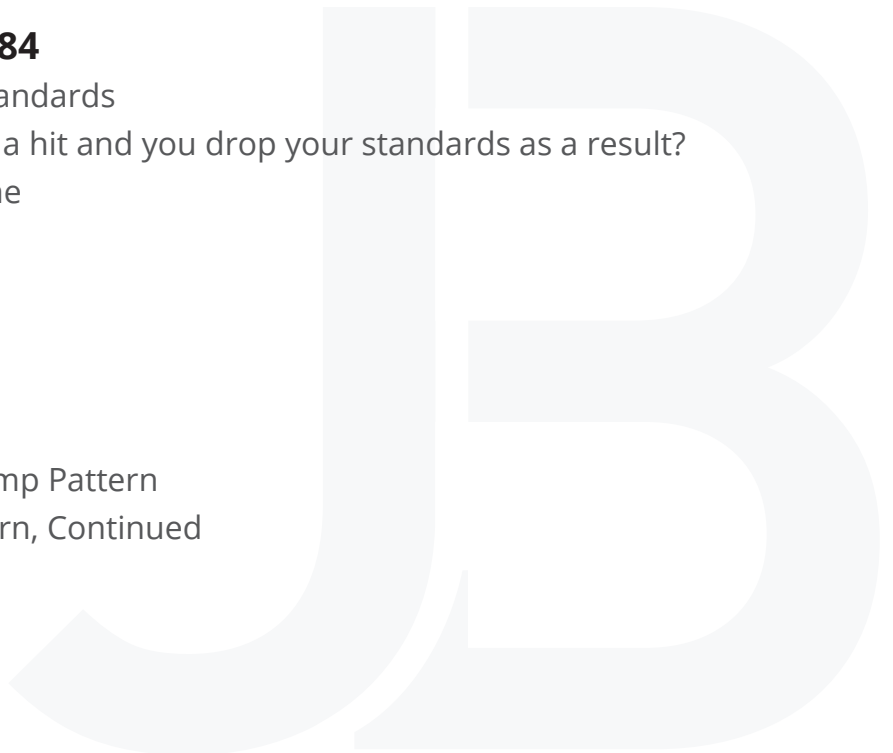
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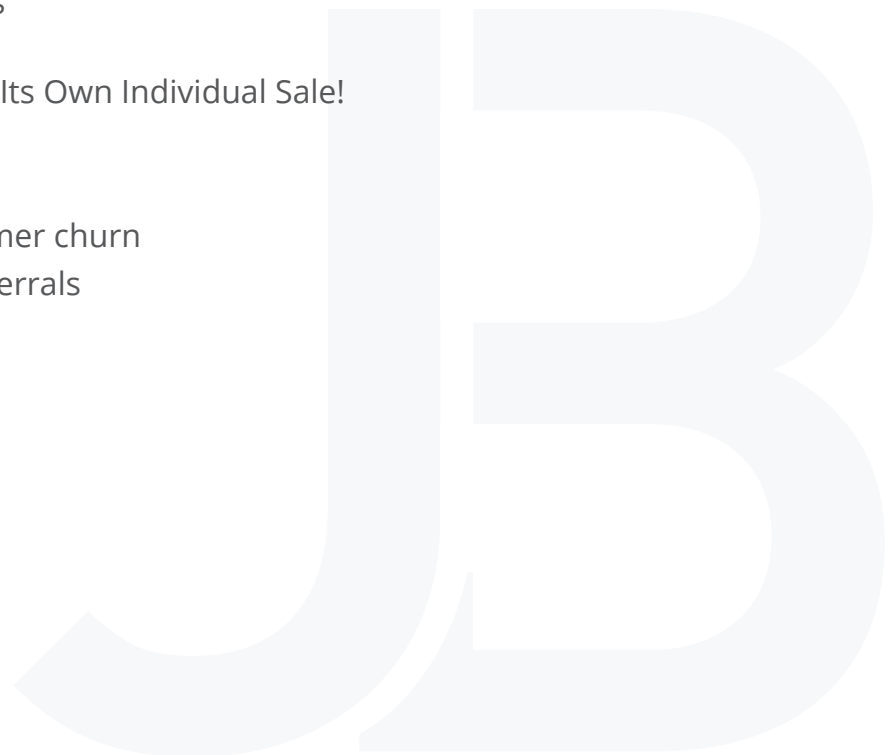
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# Module One: Cracking The Code

This module introduces and discusses the five core elements of the Straight Line system.



As you progress through this manual, you'll delve more deeply into each of the core elements, which are crucial to success in sales.

First, it's important to review the three basic tenets of the Straight Line Sales System. They are easy to follow and implement. Once you become even reasonably proficient with these three tenets, you'll dramatically increase your closing rate, watch your sales skyrocket, and create an endless stream of customer referrals.