

**SELLING BY OBJECTIVES: THE HANDBOOK FOR MORE  
PROFITABILITY IN THE 21ST CENTURY (SECOND  
EDITION)**

**Eyvone Lorentzen**

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They feel that most companies see them as just numbers to be controlled, manipulated, and exploited. You might tell a handful of people, but probably you would not call up several hundred, including your old high school chemistry teacher, to let them know.

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