

# **No Lie: Truth Is The Ultimate Sales Tool**

**By Barry Maher**

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than the company had budgeted, says the author of No Lie: Truth Is the Ultimate Sales Tool (Barry Maher incentives available abound, Maher

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Barry Maher (pronounced Marr), author of No Lie: Truth Is the Ultimate Sales Tool (McGraw-Hill, 2003), speaks and consults on sales and sales management.

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Barry Maher's client list includes organizations like ABC, the American Management Association, AT&T, Blue Cross, No Lie: Truth Is the Ultimate Sales Tool ;

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