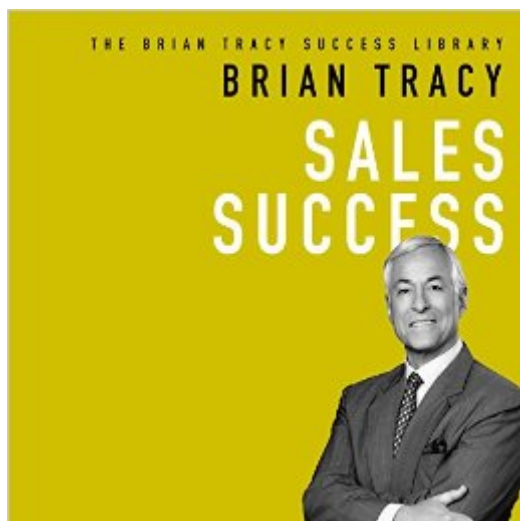


The book was found

Sales Success: The Brian Tracy Success Library



Synopsis

Eighty percent of all sales are made by just twenty percent of sales people. What's surprising to discover is that those top professionals perform only a bit better than their peers in certain critical areas. By excelling in these capabilities, you can earn money faster, have more success, and gain greater career satisfaction than you ever thought possible. In this most informative guide, sales trainer extraordinaire Brian Tracy reveals how anyone can get that winning edge. He shares 21 tried-and-true techniques to:

- Set clear goals--and achieve them
- Develop a sense of urgency and make every minute count
- Stay motivated
- Know your products inside and out
- Analyze your competition
- Identify competitive advantages
- Develop your sales strategy
- Find and quickly qualify prospects
- Create rapport early and build trust
- Understand the three keys to persuasion
- Master the elements of an effective presentation
- Use the power of suggestion
- Establish 'megacredibility'
- Overcome the six major objections
- Ask for action
- Advance your career by following up

Packed with proven strategies and priceless insights, this informative audiobook will help you take your sales game to unprecedented new heights.

Book Information

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Audio CD

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Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (4 customer reviews)

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Customer Reviews

Another hit from the Tracy Success Library This book is the latest addition to the Tracy Success Library. I have found all of these books very valuable and this one is no different. In fact this small volume would make an excellent addition to any sales person's library. In only a little over 100 pages Tracy hits just about everything you need to succeed in sales. He covers all phases of

successful selling from developing an ideal customer profile, to prospecting to cold calling to making the first sales call to the sales pitch to closing the sales to keeping the customer once you have made the sale. It's all here in 21 easy to read and understand short chapters. Tracy gets right to the point which is what I really like about reading his books. He doesn't feel the need to pad his pages by saying the same thing five different ways. He just gets right to the point. Chapter seventeen which is about closing the sale has the best advice I've seen yet about doing just that. In fact I can picture any of us reviewing this chapter in the car before going into visit that customer with your goal being to close that big order. He lists five closing questions to pose to your customer on your way to making the sale. The Preference Close: "Which of these two choices do you prefer?" • The Invitational Close: "I invite you to try it out for a week." • The Directive Close: "Okay then the next step is" • The Authoritative Close: "Just sign here and I'll take care of the details." • The Secondary Close: "When would you like to take delivery?" • So if you are in sales you need this book. If you know someone in sales they need this book. It will be the best money you've spent on your career this year.

As usual the Brian Tracy books are awesome.

Probably the best and most astute writer in the field of business.

Good

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