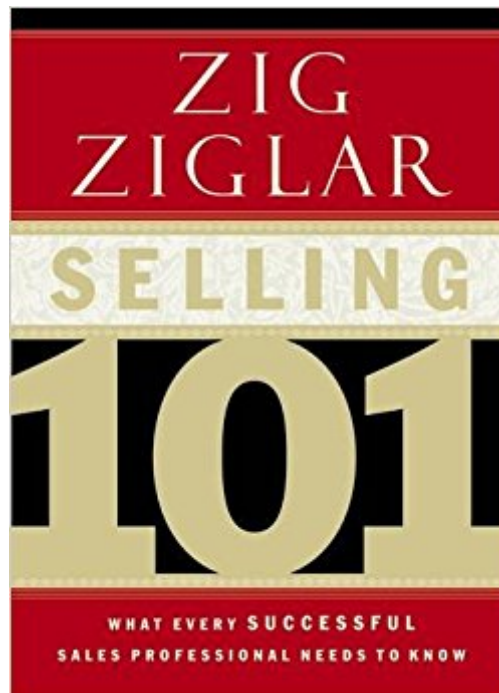




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Selling 101: What Every Successful Sales Professional Needs To Know



Synopsis

Here in a short, compact and concise format is the basics of how to persuade more people more effectively, more ethically, and more often. Ziglar draws from his fundamental selling experiences and shows that while the fundamentals of selling may remain constant, sales people must continue learning, living, and looking: learning from the past without living there; living in the present by seizing each vital moment of every single day; and looking to the future with hope, optimism, and education. His tips will not only keep your clients happy and add to your income, but will also teach you ideas and principles that will, most importantly, add to the quality of your life. Content drawn from Ziglar on Selling.

Book Information

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Customer Reviews

Zig Ziglar, one of the most sought after motivational speakers in the United States, offers a message filled with humor, hope and enthusiasm for audiences around the world. Many of the books he authored have become worldwide best-sellers.

To be honest I had no idea what I was buying. I didn't realize that this was more of a Pocket Version than a full fledged book on it's own, but I don't think that's a bad thing. You should be aware that this book is indeed small, it fits into my inside jacket pocket and into my Levi's back pocket. That being said, it's like the Mighty Mouse of sales books, it packs a decent sized punch and can save the day if you give it a chance, plus it's kind of nostalgic. I'm in my 40's and I've been reading Ziglar's stuff for my entire adult life and it still rings true. This book will do 1 of 2 things for you, it will either remind

you of all the basics that you already knew or it will open your eyes to how much more there is to this business than just offering a product. I'm OK with either outcome actually. The principals that Zig outlines in this book are just the tip of the ice berg, it's like the CliffsNotes version of all of his other works. The title says it all actually, this is indeed Selling 101, a basic foundation to build upon. There are many people in the Sales Industry that got there by accident. These are the people that just lucked out, maybe weren't the best students and maybe haven't read a book in years. This is a good little book because it's not intimidating, you can get through it in a couple of lunch hours and pull some useful info out of it. The best part is that even though Zig passed away a few years ago, he is still selling. This book is designed to Motivate you to better yourself, and with that desire you'll want to go further on the journey with Zig. Luckily his legacy is carried on by his family and you can buy all of his other books, his certifications and classes online. This book makes me want to buy more from him, and it's a win-win. In the mean time I'm going to listen more, sell with integrity and proceed with a couple of simple plans.

This book is basic at best. It lacks a considerable amount of relevant examples in today's world. If you are looking for a job in sales and have never sold an item this book gives decent structure to a sales call. It also offers a good pep talk and gives insight to the possible future. However if you have had some sales training or have been selling for a couple years this book does not offer much. I enjoyed the chapter on call reluctance the best as it showed me that everyone gets a little anxious when making a sales call. It also helped me reaffirm that I am equipped to be a salesperson and I have the basics down.

I am currently in the process of trying to land a sales job fresh out of college and it is a very competitive career. Thus just having some of the tips outlined in this book in the back of your head at all times is a nice plus. I personally felt like the book wasn't anything you couldn't get from research online, but this book makes it feel personal and relatable, which is nice! Overall I would recommend this book for its price and it is a very quick read.

I choose five stars, because its easy to understand, clear and concise language. It also provides with examples, scripts to use and some action exercise. Sometimes had the feeling, that author Zig Ziglar knew exactly what i was thinking while i was reading the book. I liked the book, and will read it again, and then again. It showed that you are really serious to have an impact to the well being of people you can improve other peoples lives. I would recommend it this book, to everyone

saleperson, for the new salespersons to know what selling profession is all about, to the already sales professionals to remind what the selling really is, and read now and then to keep in mind what is most important about selling process, when it starts and when it truly ends.

Must have for all sales professionals and leaders. Forget the cost of the book and the time to read it! It will cost you far more if you don't! Close like a pro and increase your agreement ratios. Great tips for sales professionals at any level, from beginner to mastery! I always have 2 on the shelf, to have one to give to struggling employees. Two thumbs up to Zig! Please thumbs back if this review helped, cheers!

I manage a couple sales teams in the wireless industry. This sales book is not written for people that have been around for awhile and are looking for a new technique. However it is written for beginners and provides some great material to use in meetings as taglines and catchphrases to help associates remember to stay focused. I have had all of my new hires read this book while training to get a basic background in sales knowledge. It provides a good background to supplement what I am showing them.

Super quick read, but every word is important. Even if you've been in sales for some time it's a great refresher on the basics--providing good step-by-step techniques. More importantly, his approach is grounded in having ethics, integrity, and being the best person you can be in order to be the best salesperson you can be.

Fantastic.

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