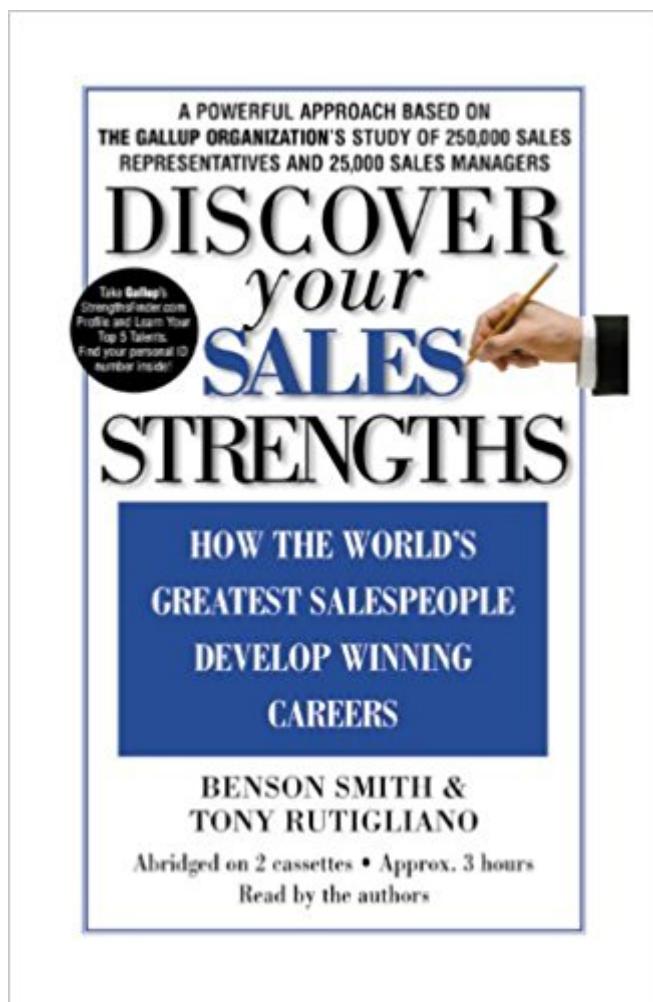


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# Discover Your Sales Strengths: How The World's Greatest Salespeople Develop Winning Careers



## **Synopsis**

Based on 40 years of research by the Gallup Organization, this innovative program focuses on utilizing individual strengths to develop successful sales skills. **DISCOVER YOUR SALES STRENGTHS** is an amazing program built upon the concept that every person already has all the tools necessary to become an amazing salesperson. Grounded in extensive Gallup research based on hundreds of thousands of interviews with sales managers, salespeople, and consumers, the program teaches individuals to focus on personal strengths and talents, and then guides them to transform those assets into solid sales skills-and powerful, successful careers.

## **Book Information**

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## **Customer Reviews**

Unlike many how-to-sell books written by motivational gurus and successful salespeople, Smith and Rutigliano's work is backed up by facts and figures gleaned from 40 years of Gallup research. The authors, both Gallup consultants, dissect stereotypes and debunk popular "myths" about selling to determine that there is no one formula for success, and that training, knowledge and experience cannot make a great salesperson. Instead, they find, great salesmanship stems from exploiting individual talents. Top salespeople succeed by figuring out what they do best and then finding a way and a place to do it. With that argument established, Smith and Rutigliano take an interactive approach to help readers find their own "Signature Themes," directing readers to [www.strengthsfinder.com](http://www.strengthsfinder.com) (for which they'll need an "ID code" from a Gallup publication) to gauge whether they fit their current situation by taking a quiz based on a 12-step "hierarchy of employee engagement." Since the authors contend that good managers help sales stars shine, they analyze

what makes a good sales manager and relay advice from those they deem "the world's best." This inventive book should help people with a knack for sales achieve better results. Copyright 2003 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Benson Smith and Tony Rutigliano are leading consultants for Gallup's Sales Force Effectiveness Practice.

Understanding your strengths, regardless if you are a stay at home parent, a high school graduate, or a hard core workaholic, is paramount for a successful life.... everyone should read this series... they should teach this in school to set students on the right career path. I used this with my son's, my husband, my co-workers and friends and have seen nothing but positive results from everyone who has taken the strength test... the other book in this series 2.0 is a very quick and easy read.

This is not a book. It is an essential tool for any sales professional no matter what stage in your career. New rep? Toughest thing for a new rep is finding themselves who are you? What type of rep will you be? Stop just copying other reps and instead find YOUR groove based off of an honest realization of your strengths and weaknesses. Unhappy rep? I actually quit a job after reading this because I realized that I was in a sale and situation that used almost none of my strengths? Direct reports/managers? Feel like your reps aren't speaking your language well use this tool to ensure you are defining terms the same way and speaking the same language. Help develop your reps strengths and hide their weaknesses. This is not a ra ra book that tells you how great you are and that you will make a million dollars tomorrow. This is for big boys and girls who want to truly become sales professionals and own their career.

One of the best books I have read on Strengths! Anyone in sales, which is most everybody I know, because we all sell something even if there is no money exchanged...could benefit from the insights shared in this book.

In fact, I purchased several copies as gifts. The online assessment is worth the price of this book. As a business coach, I have tremendous appreciation for the breadth of his Gallup-based research. When we focus on our strengths we become better. I strongly recommend this book for anyone interested in developing their career. I should add that his points about selecting a sales career that matches strengths with relationship with your manager is congruent with my experiePassionate

Action: 5 Steps to Extraordinary Success in Life and Workncean. I have 2 family members who are sales managers. And I work with many salespeople who struggle with career satisfaction. Hence, I strongly endorse this book. Doug Gray, PCC, and author of

Loved the book, Stop pushing to correct and improve weaknesses and spend more time discovering what makes you different so you can improve what makes you good

I was having some trouble with my sales team. Out of the blue, a trusted previous sales manager called me and told me about the book. I got it a few weeks ago and I have already implemented changes. First thing I did, was made every sales rep on my team get a copy of it to find out what their strengths are. It dispels so many myths that I held true. For example, "If you can sell, then you can sell anything." I could not have been more wrong. I figured out quickly that I have made some hiring mistakes. Now I am working on recruiting the right fit for the company and our products. The changes are instantaneous. The book was a life saver.

I liked how this book led me to focus on areas of sales that I was neglecting. It gave a great outline on all areas of importance in the sales field. If you are striving to improve your game, this is a good one to consider.

Once again the Gallup organization, specifically Benson Smith and Tony Rutigliano, deliver a good usable book to help improve your career based on strengths. This book begins with Gallup's common message, based on research, that if you focus on what you are good at; you will get better at it. This book continues on showing you what makes up these strengths, based on a combination of talents which cluster together and come out as things like Competition, Empathy, and Command. This book will allow you to focus more on how you are wired, and what you have, than what you do not, and will never have. Most importantly this book gives you access to your 'Top Five' strengths, or patterns for success. These strengths, ranging from Harmony to Woo, will show you how you alone are as unique as 1 in 30 million people. The book could have been 5 stars if Gallup would have provided more patterns of strength and how they work in sales careers, they only give you a few morsels from their vault of knowledge and what patterns and combinations of strengths work in sales. They do let you in on the fact that Competition, Command and Empathy were themes commonly found in successful sales-agents. Overall this book is an A-, another great work from Gallup based on research, not just theory. Joseph Dworak

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