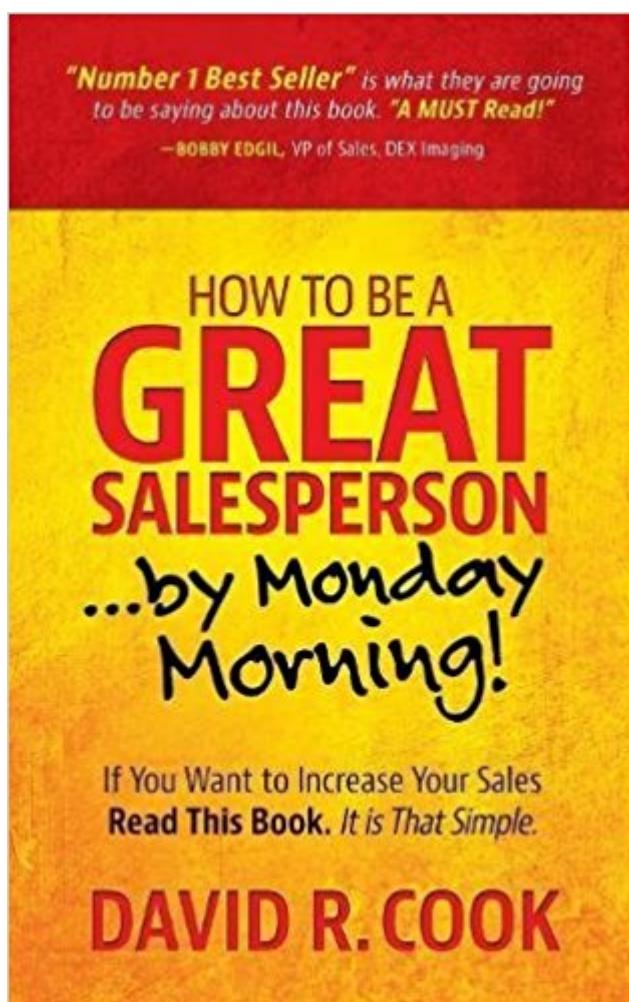


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# How To Be A GREAT Salesperson...By Monday Morning!: If You Want To Increase Your Sales Read This Book. It Is That Simple



## Synopsis

Experts Agree: "BEST SALES BOOK EVER!" If you are looking for ways to increase your sales you have found THE BOOK you are looking for. Period! Read The Reviews. Read The Table of Contents. Seasoned Salespeople AND New Salespeople - Any seasoned sales pro will tell you they are always on the hunt for new closing techniques, a refresher, or a way to improve themselves. New Salespeople - You have just stumbled onto a gem of a sales book that will move you years ahead in your sales knowledge. Everyone will wonder where you learned all of your new sales closing skills. Small Business Owners - This book will teach you how to sell your products and services. Not demonstrate your products and services, but sell your products and services. There is a big difference between demonstrating and selling, which is explained to you in the book. Large Business Owners - Get this book for all of your reps, if you want them to increase their sales. College or University - If you want your business students to learn how to sell, then this sales book should be mandatory reading. Mandatory sales training. Sales Training Managers - Start your sales team on the right path to success. After Reading This Book You Will Learn: How to Build a 'Burning Desire' Within Your Customers for Your Products and Services The Importance of Enthusiasm and Benefits How to Create Urgency: A Reason to Act Now! Trial Close Assumptive Close Takeaway Close Why Asking Open-Ended Questions is Such an Effective Strategy How to Schedule Your Follow Up Calls, So YOU Are in Control of Your Sale How to Know When to Stop Selling, and Start Closing Your Sale Plus, Much More REVIEW: "Imagine you're sitting in a room with the best salesman ever, and you ask him (and he is willing) to tell you all his best techniques...this is the information you get from this book. Doesn't matter what product or service you sell and it doesn't matter if you're just starting out or have been in sales for decades, this book is a 'sales acceleration manual.' I would definitely not miss reading this one." 5 Star Verified Purchase Review If You Want to Increase Your Sales, and Enhance Your Life, Read this Book

## Book Information

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## **Customer Reviews**

"Number 1 Best Seller" is what they are going to be saying about this "A MUST Read!" -Bobby Edgil, VP of Sales, DEX Imaging This is the book you wish you had when. As a seasoned sales professional of 20 years and 7 year sales training veteran, new and innovative sales techniques are something for which I am always on the hunt. "How to Increase Your Sales" provides that AND reframes concepts that we know, but tend to complicate. David Cook simplifies the sales process with practices that are easy to understand and, more importantly, employ. He writes in a way that sales professionals of any level, position and background can digest and appreciate. The guidance he provides couples direction with rationale making the read enjoyable as well as invaluable. -

Abigail Weber "Dave has a singularly unique and utterly remarkable ability to make those around him feel great about themselves. After reading his book, I know now it was not only a gift but something he cultivated over years of hard work." -Jeffrey Rock, Senior VP Strada Investments, San Francisco, CA "Dave has always been and always will be completely successful. He has a fantastic attitude, a great work ethic and so much knowledge of sales." -Stacey Smith, Director of Sales, CT

DAVE COOK is considered by many to be a leading authority on sales training, coaching, and sales motivation in the United States and around the world. He has 30+ years of experience at various levels in the corporate world and a proven track record of highly successful sales experience. At his current place of employment, Business and Legal Resources (BLR), Dave has been a top producer and sales trainer for the past ten years. His awards include: CEO / President's Club Award for Outstanding Sales Achievement for all ten years of his

employmentJoe Berneski Leadership Award for Outstanding Leadership SkillsÂ Â Â Â Â Dave's expertise in sales keeps him in demand as a sales trainer, and motivational speaker. He has a way of motivating those around him thus bringing people to a level of excellence they never knew possible.Â Â Â Â When his schedule permits, Dave is available for:One-on-one sales trainingSales coachingMotivational speakingEmail: [dcook@SalesTrainingOnTheGo.com](mailto:dcook@SalesTrainingOnTheGo.com)

This was a great read! If you are in sales you should definitely check this book out. It breaks down complex sales techniques into very simple concepts. I would recommend this to anyone who is looking to increase their results!

This is a fantastic book. Dave explains in a clear, entertaining way what sets top salespeople apart from everyone else, with practical tactics sales professionals can start using right away (including some insider tips that could only come from someone with decades of successful sales experience). Fun, relevant anecdotes, too. Highly recommended for anyone in the business of persuasion--which, let's face it, is all of us!Full disclosure: I work at the same company as the author, which is how I originally heard about the book, but am not otherwise affiliated in any way. This review reflects my honest opinion. It's a quick, enjoyable, and valuable read.

David has the uncanny ability to make the reader (and the buyer) laugh at all the right places. If you ever wanted to be a great salesperson, this book is for you!

Imagine your sitting in a room with the best salesman ever and you ask him (and he is willing) to tell you all his best techniques... this is the information you get from this book. Doesn't matter what product or service you sell and it doesn't matter if your just starting out or have been in sales for decades, this book is a "sales acceleration manual", I would definitely not miss reading this one.

I'm not a salesperson but a friend passed this book along to me because it said it helped his business. He's a small business owner who does his share of sales. I started reading it because he's a friend. But when I read this book I could only think of how I could sell anything. Being a marketer all of my life I have been afraid of the phone and direct response but this book almost makes me want to change my job title to sales. The author Dave breaks selling down to not only a science; but a personal level that made me want to go out and knock on some doors. If you're reading this and you're in sales or you strive to be then this is something to

be read. The author has shown he's done it; and I actually believe so can you, and so can I.

This should be required reading for any company that hires sales people. The industry doesn't matter. The techniques aren't manipulative or sketchy either, in fact, this book helped me better see things from a customer side too. I'm glad I read it.

This book is quick read. It's fun, entertaining, and full of easily applied techniques that actually WORK! I have a small business - I've applied the techniques already and I've had a stellar sales week! I can't recommend it enough. David's experience is solid, his knowledge is deep, and his enthusiasm is infectious...you can't help but be excited after you read this.

Buy two! You will want to share this with someone. I feel fortunate that this book was recommended for me to read. Loved the real life inspiring stories throughout the book. I have had the problem with "Stop selling" in my career. I'm looking forward to using the techniques in this book to help build my small business!

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