

How To Sell Anything To Anyone Anytime

Annotation Nearly everyone within a company is involved in selling at one level or another. Yet, the majority of those people are not professional salespeople. As a result, opportunities are often missed. This book presents a set of simple, basic skills for selling, aimed exclusively at those who have never been trained in the art of selling.

Did you know that the 80/20 rule applies to the world of sales too? Eighty percent of all sales are made by only twenty percent of salespeople. Which begs the question: How are they raking in so much money, and how can others join them? Sales trainer extraordinaire Brian Tracy has spent years studying the world's best salespeople and their methods and has discovered that the difference between the top 20 and the bottom 80 boils down to only a handful of critical areas in which the top professionals perform only a smidgen better than their peers. You are that close! In this compact and convenient guide, Tracy shares 21 tried-and-true techniques that can help any salesperson gain that winning edge. Learn how to:

- Set clear goals--and achieve them+1396
- Develop a sense of urgency and make every minute count
- Know your products inside and out
- Analyze your competition
- Find and quickly qualify prospects
- Understand the

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three keys to persuasion• Overcome the six major objections• And much more!Packed with proven strategies and priceless insights, Sales Successwill get you planted firmly on the path to success, making more money than you thought possible and greater career satisfaction than you ever believed you would find. Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective. "Salesmen are made, not born. If I did it, you can do it." -- Joe Girard In his fifteen-year selling career, author Joe Girard sold 13,001 cars, a Guinness World Record. He didn't have a degree from an Ivy League school -- instead, he learned by being in the trenches every day that nothing replaces old-fashioned salesmanship. He insists that by building on basic principles of trust and hard work, anyone can do what he did. This bestselling classic has helped millions of

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readers meet their goals -- and you will too. Joe will show you how to make the final sale every time, using the techniques he has perfected in his record career. You too can: TURN ONE SALE INTO 250 MORE CREATE A WINNING GAME PLAN FROM LOSING SALES KNOW THE FIVE WAYS TO TURN A PROSPECT INTO A BUYER MOVE PAST THE CUSTOMER'S LAST HURDLE TO CLOSE THE SALE SELL AT A LOSS AND MAKE A FURTUNE

How to Sell Anything to Anybody Simon and Schuster

The most effective sales strategies for tough economic times Today's selling environment is tough, and only getting tougher. The old tactics are no longer working, and the current economy is only making selling more difficult. You need sales tactics and strategies that work now and fast . . . even when no one wants to buy-and tactics and strategies that will work even better when they do want to buy. How to Sell When Nobody's Buying is a practical, effective guide to selling even in the toughest of times. This book is packed with new information about creating sales opportunities. Most sales strategies taught today are based on outdated information from ten, twenty, even thirty years ago and they simply don't work today. You'll find the tools and information you need to gain confidence, create powerful alliances, profitable social networks, and drive your profits to unprecedented highs. Whether you sell business-to-business or direct to the

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consumer, whether you sell real estate or retail, this is the sales guide for you. Features effective, simple strategies for selling in tough economic times Offers free or low-cost prospecting tools that bring in customers by the herd Includes case studies from top salespeople that reveal new ways to bring in customers From sales guru Dave Lakhani, author of Persuasion, Subliminal Persuasion, and The Power of an Hour These days, you need all the help you can get to sell effectively. If you want to increase your sales and drive your business forward-no matter what the economy or your industry does-learn How to Sell When Nobody's Buying.

If you want to know, step by step, how to quickly, easily, and smoothly walk anyone from being a skeptical prospect to a happy customer that refers you friends, family, and colleagues...then you want to read this book. Here's the deal: Selling is, at its core, isn't a patchwork of cheesy closing techniques, annoying high-pressure tactics, or gimmicky rebuttals. True salesmanship follows very specific laws, has very specific steps and stages, and leaves a customer feeling happy and helped. It's honest, respectful, enlightening, friendly, and done with real care. It's the type of selling that wins you not only customers, but fans. Not coincidentally, this is the type of selling that truly great salespeople have mastered. This is the type of selling that keeps pipelines full and moving, and that

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builds a strong, loyal customer base that continues to give back to you in the form of customer loyalty, reorders, and referrals. Well, that's what this book is all about. It will give you a crystal-clear picture of the exact steps that every sale must move through and why, and how to methodically take any prospect through each, and eventually to the close. And how to do it with integrity and pride. In this book, you'll learn things like... The eight precise steps of every sale. Leave any out, and you will struggle. Use them all correctly, and you will be able to close unlimited sales. The true purpose of the presentation and the crucial, often-missing steps that need to be taken first. If you're making the same presentation mistakes as most other salespeople, this chapter alone could double your sales. How to easily discover which prospects can use and pay for your product/service, and which can't. Time is your most valuable commodity as a salesperson, and if wasted, it costs you money. Know exactly when it's time to go for a close, and know how to smoothly create an abundance of closing opportunities. This is the hallmark of every master closer. Learn it, use it, and profit. Why it's a myth that you need to know multiple ways to close deals. Learn this one, simple method, and you'll be able to use it to close all of your sales. Simple formulas to turn any objection into a closing opportunity. Use them and never fear hearing a prospect's objection ever again. And a whole lot more! This is more than a just a

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book, really. It's a step-by-step sales training course. Each chapter ends with precise exercises that will help you master each technique taught and each step of the sales process. If you are new to sales, make this book the first one you read, and you will greatly increase your chances for quick success. If you are a seasoned veteran and are looking for ways to improve your numbers, this book will help you make your sales goals a reality. **SPECIAL BONUS FOR READERS!** With this book you'll also get a free "Road Map" from the author that lays out, in a PDF chart, every step and key principles taught in the book. Print it out and keep it handy because it makes for a great "cheat sheet" to use while selling, or just to refresh on what you've learned. Scroll up, click the "Buy" button now, learn the secrets of master closers, and use them to immediately improve your numbers! Shows that knowing the principles of selling is a prerequisite for success of any kind, and explains how to put those principles to use. This title includes tools and techniques for mastering persuasion and closing the sale.

On the verge of a new love, Sam finds himself standing at the precipice of trust and betrayal. Several lifelong dreams were about to come true, both professionally and personally. The only problem is that the mysterious woman that he can't stop thinking about and the deadly stalker who won't stop plaguing his online auctions and life. When things are bleakest, they become even

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bleaker. A modern take on Romance, Mystery, Suspense and Technology
Are you a salesperson, entrepreneur, or business owner? Then one of the most critical skills is knowing how to sell. If you don't have this skill, you will lose lots of potential clients and customers. But don't worry! In this book, I will cover five fundamentals of how to sell anything to anyone. Read this book right now and improve your sales and business.

In *Sell Something Everyday* you will learn the importance of making the big and the small sales.

The salesperson is the primary differentiator in the closings today. As products and services become scarce, buyers are likely to get a similar offer from another company. But what they don't get from any salesperson is the same sales experience created by the sales rep. This means that sellers have almost complete control over their destiny. In a bad product line, instead of putting the blame on a bad month or less than a star, unsuccessful agents can look at ways to analyze their processes and make them more buyer-focused and buyer-friendly. No matter what industry you are in or what kind of companies you sell to, some sales are axial. This book can help you sell more to anybody in this world. A guide to the art of selling uses examples from selling in every major industry to show how to succeed in any sales situation and increase personal productivity.

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Increasing your sales revenue is really simple. It's just a matter of getting your wait staff to say the right things, in the right way, at the right time - every time! This book is the definitive guide to show you how. How would you like your worst performing waiter to sell like one of the best waiters in the world? They can with what you will learn in this book! Are you literally leaving money on the table? Does your wait staff cost you sales by acting as order takers and plate carriers? Would you like to have wait staff who are able to increase your bill size without coming across as robots or sleazy sales people? Running a restaurant is hard work. Selling at the Table makes it much, much easier. As your staff starts to implement the seven simple steps contained within this book, you will see your restaurant, café, hotel or bar's profits grow. Your staff will produce better sales revenue and life will become a whole lot easier for you. Because you have increased revenue, you will be able to recruit and retain great staff who will further increase your profits as they embrace Selling at the Table as the culture in your venue. Rest assured, you'll not be asking your staff to do anything more than they are doing already. You'll just be getting them to do it the right way - to say the right things, in the right way, at the right time - every time!

Did you know that by adding a few simple steps to your selling process you could achieve sales you only dreamt of in the past? GoodbyeSellingProblems.com

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provides a 12 step system that you, as a business owner, or you, as a sales manager, can implement in less than a day and dramatically increase your results. Your sales efforts become much more productive and less stressful. It provides a framework for small businesses to structure their sales process. It strips away all the "fluff" and confusion that you encounter with most expensive sales training courses. The simple 12 step system provides a "nuts and bolts" approach to selling. It allows you to enter every sales situation with a purpose for closing the sale and gets you away from the deadly "sales visit" dilemma that most business owners and sales professionals fall into. In a just a few hours, you can literally gather the information that system introduces you to and make the most powerful sales presentation your company has ever encountered. When this system becomes part of your selling culture, it will provide you with improved sales, greater margins, and eliminate the competition. Author, Buzz Glover, after quietly reviewing and critiquing the sales people that called on him in his own businesses for over 15 years, became disillusioned with the fact that the great majority of salespeople were ill-prepared to sell their products or services. He knew that if he could introduce them to a system that he had developed and refined as a salesperson (and later as a sales manager), they could easily become much more effective at closing more sales faster! The system became a

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reality when he wrote this book as a companion to his system's website, www.goodbyesellingproblems.com. Through this sales system he is confident that he can change the way small businesses sell and make fundamental cultural changes in their approach to marketing their products and services.

If you've read other selling books, you're probably tired of the false promises that never quite work out. You're probably tired of being told "you can do it if you just believe you can. This book is: A road map to success for the salesman... who is not aggressive - who is not a "smooth talker" - and who is not an extrovert. You're probably tired of reading about tricks that made a particular sale tricks that may have been appropriate to a particular situation, but not yours and even if they were appropriate, how would you have thought of them at the right time? If you've read books on selling before or listened to "sales experts," you're probably tired of being pumped with hot air told how you must "come alive," be full of enthusiasm, dominate the world around all the things that don't happen to be a part of your basic nature. Well, this book isn't anything like that. In fact, this book was written to refute many cliches of selling that have been accepted without question for years. This book will prove to you, I hope, that the stereotyped image of the "born salesman" is a mistake. You don't have to remake your personality and become super-enthusiastic, super-aggressive, domineering. Not only are

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those traits not necessary, they are actually a hindrance to making sales. And you won't have to develop that uncanny ability to come up with the right answer at the right time that super-human knack of having the brilliant flash of insight that is so prevalent in books on selling. Sure, given several days to think about it, the writer of a sales book can always come up with a solution to a sales problem. But how does that help you when confronted face-to-face with a question that must be answered now? This book will show you that you don't need such skills. This book can truly revolutionize your selling career but only because it will show you that you no longer need to waste your time developing skills that are of no value to a salesman. For example, here are some of the points that will be made in the course of this book: -- Contrary to the accepted mythology, enthusiasm is not a virtue; it destroys more sales than it creates.-- "Positive thinking" is an unrealistic fallacy. The salesman who thinks negatively has a far greater chance for success than the so-called "positive thinker."-- Sales success does not come from convincing people to buy things they don't want.-- The salesman who always has an answer for every objection is also probably plugging along with a very low income.-- Extroverts don't make the best salesmen; they are invariably outsold by introverts.-- To be a good salesman, you don't have to be a "smooth talker".-- Another all-time sales fallacy is the statement "When the going gets tough, the

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tough get going". When the going gets tough, I usually take a vacation.-- The desire to be able to motivate others is unrealistic and foolish. A really-great salesman will never try to motivate anyone.Perhaps all of this sounds so far removed from what you've heard about selling through the years that you wonder how it could possibly be true. I intend to demonstrate the validity of these statements in two ways.First, my own experience verifies their worth. Almost invariably, in any selling experience where I've found myself, I have outsold everyone else around me usually while working far fewer hours.In addition, I've seen these principles work for a few others, too a very few, for they are unknown to most people.But there is nothing mysterious about them and that brings us to second way in which I will demonstrate their validity. I will prove them to you. We will deal with life logically and carefully in this book. Everything will be proven in terms of the real world as it is in ways we can both understand.

This national bestseller is a lively and practical guide on how to sell anything and achieve long-term success in business. Ryan Serhant was a shy, jobless hand model when he entered the real estate business in 2008 at a time the country was on the verge of economic collapse. Just nine years later, he has emerged as one of the top realtors in the world and an authority on the art of selling. Sell It Like Serhant is a smart, at times hilarious, and always essential playbook to build

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confidence, generate results, and sell just about anything. You'll find tips like: The Seven Stages of Selling How to Find Your Hook; Negotiating Like A BOSS; How to Be a Time Manager, Not a Time Stealer; and much more! Through useful lessons, lively stories, and vivid examples, this book shows you how to employ Serhant's principles to increase profits and achieve success. Your measure of a good day will no longer depend on one deal or one client, wondering what comes next; the next deal is already happening. And Serhant's practical guidance will show you how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME. Whatever your business or expertise, Sell It Like Serhant will make anyone a master at sales. Ready, set, GO! Sell It Like Serhant is a USA Today Bestseller, Los Angeles Times Bestseller, and Wall Street Journal Bestseller.

You are probably interested in this book because you are a creative entrepreneur and want advice on how to market yourself, your business and your product or service. If so, you are in the right place! The book has two goals: The first is to give business owners an overview of their digital marketing possibilities. We will help you decide where you can best spend your marketing efforts. The second is to make sure you walk away with two or three excellent ideas you can put into action the next day. We discuss many different digital marketing tools, from email

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and social media to online forums and SEO. We'll help you decide which tool has the best possibilities for your business. Every chapter ends with a worksheet where you will be guided through a brainstorming session on how to apply a digital marketing tool to your business. Ready to connect with your customers and grow your business? Good - let's get started!

ATTENTION: Want to start your own high ticket business? "How To Create, Package And Sell Your Own High Ticket Course And Attract High Paying Clients" In This Course, You'll Find Out How To Make a Killing Selling \$997, \$1997, \$4997, Even \$20,000 High Ticket Products and Programs Are you tired of making measly \$7, \$10 and \$20 sales? You drive so much traffic only to make such a small amount. Your competitors are fierce and everyone's under cutting one another. How would you like to make \$997 to \$20,000 sales from each customer? Think about it... If you make just 5 sales of \$4,997 a month, that's \$24,985! Let's be a bit more conservative -- at \$497 a pop with only 5 customers, that's \$2,485. That's the power of selling high ticket products! "If Selling High Ticket is So Good, Why Aren't More People Doing it?" A lot of people still shy away from selling high ticket items. Why is this? It comes down to a lot of things but one of the first issues is that they lack confidence. If you aren't confident in your own ability to provide great value and if you don't believe that anything you

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can create will be worth \$2,000, then you might simply avoid trying to make anything for that value. People also tend to do this when selling services. Rather than go after the top clients and offer \$2,000 for a web design, they aim for the lower end clients and charge \$200. They make much more work for themselves and basically that's because they undervalue themselves and they undervalue their time. Another reason that people don't sell high ticket items is that they don't know anything about it. They don't realize that it's an option and once they do consider it, they don't really know how to go about it. There is a ton of information out there on how to set up your own ecommerce store, how to sell affiliate products and how to create ebooks to sell at \$10 a pop. But there's much less information on selling high ticket items. So how can you get started with your own high ticket business? I've written a guide on this exact subject so you can finally reap the benefits. Allow me to introduce you to... **HIGH TICKET SALES AUTHORITY** How To Create, Package And Sell Your Own High Ticket Course And Attract High Paying Clients What you'll discover in this eBook: How to create a high ticket product that you're really proud of and that you're willing to sell for a lot of money How to reach the right audience and build trust and authority with them Ideas for the types of high ticket items you can create The pros and cons of different types of product How to build a sales funnel to create trust and make

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that sale How to create a relationship with your buyers Examples of some of the best high ticket products and how they sell How to create a coaching product How to choose a price Which tools to use to build your high ticket business ...and much, much more! You'll learn everything that you could possibly need to know about how to create a high ticket product and help it to sell like wildfire. Get Instant Access Right Now!

Anyone can sell -- What you can learn from this book -- Your mission, should you accept it --- Your sales tool kit -- Tracking down leads -- Precall planning -- Uncovering the prospect's agenda -- Setting your agenda for the client -- Essential record keeping -- Getting an appointment -- Three steps to prepare for a sales meeting -- Anatomy of a sales call, part I: from meeting and greeting to the sales presentation -- Anatomy of a sales call, part II: from the sales presentation to the close -- Understanding the buyer's personality -- Twelve top sales approaches -- Selling to multiple buyers -- Become your own sales manager -- Becoming a sales professional -- Building sales through electronic media -- Hitting the road.

The audience for this book is that group whose job is "selling," and who desire to hone the skills associated with their profession and advance from "salesperson" to "sales professional" and to continue their professional development until

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having achieved the penultimate role in sales: that of "Trusted Advisor" to his or her customer or client. The author recognizes that the complexity associated with selling to "Major Accounts" requires a unique skill set, methodology and sales framework, and a degree of professionalism to deal with such accounts, which are characterized by having multiple decision makers, a longer sales cycle - ranging from six months to two years or more, and a higher dollar volume as represented by both "deal size" and annual sales volume. As comfortable on "Mahogany Row" dealing with C-Level executives as with dealing at the Project Manager level, it is the unique combination of skills, poise, bearing, professionalism and commitment to continued professional development that characterizes the successful Sales Professional in this role.

In this groundbreaking book, Sabri Suby, the founder of Australia's #1 fastest growing digital marketing agency, reveals his exclusive step-by-step formula for growing the sales of any business, in any market or niche! The 8 phase 'secret selling system' detailed in this book has been deployed in over 167 industries and is responsible for generating over \$400 million dollars in sales. This isn't like any business or marketing book you've ever read. There's no fluff or filler - just battle-hardened tactics that are working right now to rapidly grow sales. Use these timeless principles to rapidly and dramatically grow the sales for your

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business and crush your competition into a fine powder.

The world's greatest salesman presents the definitive guide to effectively closing any sales presentation. Girard's previous titles, *How to Sell Anything to Anybody* and *How to Sell Yourself*, have a total of 100,000 copies in print.

An actionable digital marketing playbook to help grow e-commerce businesses in Australia

The author of "eBay Your Business" and an Amazon.com zShop owner offer expert advice on starting and growing an online business and reaching millions of customers by setting up shop on Amazon.

The nation's #1 real estate broker and charismatic costar of Bravo's *Million Dollar Listing New York* shares his secrets on how to be successful. In the ten years since moving from Sweden to New York City, with no experience in real estate and no contacts, Fredrik Eklund has transformed himself into the best seller in the most competitive real estate market on the planet. In *The Sell*, Eklund leverages his years of experience to create the go-to manual for self-promotion and sales. At the core of the book are chapters tied to Eklund's 10-step program for "selling anything to everyone," and he shares his secrets on everything from personal authenticity and looking your very best to crafting the perfect sales pitch, negotiating with savvy, and closing deals promptly and efficiently . . . lest they slip away. Whether you're just starting a job as a sales rep at Verizon, navigating your career as an executive or entrepreneur, or hitting your stride closing big transactions as a banker at Goldman Sachs, *The Sell* will show you how to improve your game and radically increase the money you're bringing

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home. The Sell is a vital resource for anyone who wants to have an impact in his or her personal and professional life, with a razor-sharp focus on selling: selling yourself--or your brand--no matter your background.

I helped make your advisor's Sales Hype Do you need your advisor to succeed with investments? Do you think your advisor's strategy can beat a market index fund? Do you know how many sales your advisor must make to keep their job? What is your actual total return with all costs included? Why do many Wall Street firm owners use index funds? Most wealthy people can answer these questions. Can you? Today, the information to answer these questions is easily available but only savvy shoppers have used it to succeed. They realize that the retail financial industry is extremely profitable because the sales hype works even better than it used to work. We have learned how to manipulate behavior better. Our margins are 29%. The \$1.3 Trillion per year revenues come from YOU. I used to work for a few firms. I helped create some of the hype that our sales people used to separate you from your money or your potential future earnings. A plain market index fund beat 92-95% of the returns of our "professional" managers so we steer you away from them. However, we still get most investors to pay even for poor results. It is marketing, sales and misleading hype! Why should you give up your advisor? You may be giving up 63% of your total potential value. It is easy to do better on your own. Do you really think an expert at selling knows anything about what will happen to a security or the market in the next hour, week or year? Before I show you how to invest for your success, I think it is time you understood the marketing and sales HYPE. Most retail investors hate losing--more than they love winning. Most think Wall Street is a casino where some win but they forget that only the house wins long term. Isn't it time you learn how Warren

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Buffett avoids the Sales Hype and invests for success.

From bestselling author and Shark Tank star Robert Herjavec comes a business book in which he transcends the business world, helping us all learn the art of persuasion in order to get ahead in our personal and professional lives. A Wall Street Journal Bestseller! Many people assume that effective sales ability demands a unique personality and an aggressive attitude. It's not true, and Robert Herjavec is proof. Known as the "Nice Shark" on the ABC's Emmy Award-winning hit show SHARK TANK, Robert Herjavec is loved by viewers, who respond to his affable nature. He has developed an honest and genuine approach to life and selling that has set him apart from his cut-throat colleagues, and rewarded him with a degree of wealth measured in hundreds of millions of dollars. In *You Don't Have to Be a Shark*, Robert transcends pure sales technique and teaches "non-business people" what they need to know in order to sell themselves successfully. We are each our own greatest asset, and in order to achieve our goals, we need to be able to communicate with others, position ourselves and even look the part. Robert's philosophy is simple: Great salespeople are made, not born, and no one achieves success in life without knowing how to sell. Entertaining, enlightening and effective, *You Don't Have to Be a Shark* will reveal the secrets of one of North America's most successful businessmen, who also happens to be one of today's most prominent TV personalities, delivered in a friendly, down-to-earth manner, and filled with anecdotes and observations to support its hard-nosed advice.

Getting into any business requires you to do one thing – sell something. It's not just about businesses though; even if you are just working for an employee, you are selling our talent and your skills. The best profits come in when you are able to sell things in the right way. Here is

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how you can do that effectively.

People don't buy from people they like. No! Your buyer doesn't care about you or your product or service. It's not your job to overcome objections, it's your buyer's. Closing isn't a skill of good salespeople; it's the skill of weak salespeople. Price isn't the main reason salespeople lose the sale. Gap Selling shreds traditional and closely held sales beliefs that have been hurting salespeople for decades. For years, salespeople have embraced a myriad of sales tactics and belief systems that have unknowingly created many of the issues they have been trying to avoid such as: long sales cycles, price objections, no decision, prospects going dark, last minute feature requests, and more. Success at sales requires more than a set of tactics. Salespeople need to understand the game of sales, how sales works, and what the buyer is going through in order to make the decision to buy (change) or not to buy (not change). Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. In his unapologetic and irreverent style, Keenan breaks down the tired old sales myths causing today's frustrating sales issues, to highlight a deceptively powerful new way to connect with buyers. Today's sales world is littered with glorified order takers, beholden to a frustrated buyer, unable to influence the sale and create value. Gap Selling flips the script and creates salespeople with immense influence at every stage of the buying process, capable of impacting the sales metrics that matter: Shorter Sales Cycles Increased Revenue Elevated Deal Values Higher Win Rates Fewer No Decisions More Leads And Happier Buyers Gap Selling elevates the sales world's selling IQ and turns sales order takers into sales influencers. "Everyone knows that finding the right house at the right price is the goal right? But how do you actually do that? And are all of the deal breaking critical steps in between? That is what this

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book is all about ... everything you need to know about buying your first home"--Page 4 of cover.

"The world's greatest salesman" reveals the spectacular selling principles that have brought him to the top of his profession as he offers helpful advice on how to develop customer profiles, how to turn a prospect into a buyer, how to close the deal, and how to establish a long-term relationship with one's customers. Reprint. 25,000 first printing.

As humans, we are greatly influenced by our relationships. We each enjoy being members of loyalty programs and networking groups that align with our goals. We have selected and continue to go to the same supermarkets, gas stations, banks, and purchase from only select companies. This happens because of an unspoken relationship that exists with these businesses and brands. They make us happy, we trust them, and their consistency is calming in a chaotic world with too many choices. If you're a professional -- whether an entrepreneur or an executive -- you need proven, high-level strategies to really make your business grow and it starts with understanding the needs of your customers. This book helps you gain and sustain relationships with customers, by teaching you the tricks and skills needed to think like a customer.

Hundreds of thousands of small business owners are tossing and turning at night, trying to figure out how to attract more customers. They need to know how to sell, both individually and through their organizations. How to Sell Anything to Anyone Anytime was written primarily for them. How to Sell Anything to Anyone Anytime distills the fundamental sales process into simple, easy-to-understand and easy-to-implement principles, processes and practices, and applies them to a wide variety of sales situations. It is packed with real-world examples and

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applications to a wide variety of situations – from the corner coffee shop, to the freelance professional, to the sophisticated B2B seller. It features: Easy-to-understand practices and processes that can be applied to every business and professional practice. Guidelines and step-by-step how-to's to turn ideas into practice. Powerful insights on selling that will enable everyone—from the aspiring entrepreneur to the experienced sales pro—to be more successful. Power nuggets—ways to add even more power to the practice and become even better.

The World's Greatest Salesman Reveals the Techniques of His Astounding Success This newest book from sales phenomenon JOE GIRARD--The 13 Essential Rules of Selling--provides all the ammunition you need to succeed in an economy where budgets are being slashed and decision makers are scared to spend. Named the official world's greatest salesman by Guinness World Records, Girard covers everything from maintaining a positive attitude and staying organized to dressing appropriately, telling the truth, and making clients' needs and wishes priority one. WHY JOE GIRARD IS #1 . . . JUST A FEW RAVES: "Fantastic! The auditorium was jam-packed. They were sitting in the aisle! . . . Inspirational!" -- Harvard Business School "It takes guts to be an entrepreneur. In that quest, Joe Girard's riveting book will empower you to become tomorrow's entrepreneurial legend." -- Warren E. Avis, founder, Avis Rent-A-Car "[Girard is] the consummate salesman!" -- Forbes "Girard captures the essence of rising to the top in any endeavor: Set ambitious goals and visualize success, work hard, persevere, and stick to your principles." -- Mary Kay Ash, founder and Chairman Emeritus, Mary Kay Cosmetics, Inc.

No matter what field one may be in, there is a need to market oneself, and Girard, bestselling author of "How to Sell Anything to Anybody," reveals important sales secrets for everyday life.

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