

Exactly How To Sell The Sales Guide For Non Sales Professionals

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"Exactly How to Sell" by Phil M. Jones

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[vc_row][vc_column][vc_column_text]On the Marketing Book Podcast, a podcast designed to help you become a better marketer, I was invited on to talk about Exactly How To Sell – I even got to do the episode intro! Douglas has real dedication to and enthusiasm for books, sales and marketing, and life. It was a joy to talk [...]

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What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

Phil M. Jones has trained more than two million people across five continents and over fifty countries in the lost art of spoken communication. In Exactly What to Say, he delivers the tactics you need to get more of what you want.

Discover EXACTLY How To Make More Money in Sales in Just 5 SIMPLE Steps! The sales world is becoming more competitive as days go by, and closing your first sale is going to be much harder than before. Because of this, you are probably looking for a sales e-book that will help you sell your product easily. You may have already read some but found the techniques too general, and not applicable to you or your clients. No need to worry, you have found the book you're looking for! Straightforward and simple, this one of a kind sales training guide will give you a unique perspective on how to learn the best sales techniques by developing your own selling style. Instead of just enumerating general tips on how to become successful in sales, this book summarizes a complete process that you should undertake, if you want to be able to sell anything. Sales training nowadays has become a list: Do this and don't do that or be this, and don't be that, etc. One thing that most sales e-books lack is the recognition of your own pre-sales self. Before you ever thought of venturing into sales, you already have a set of skills, notions, attitudes, and predispositions. Do you need to change all of those? Is your current mindset preventing you from being a successful salesperson? This book will provide answers to those questions and more! It will take you through a journey to sales excellence. You will learn that you do not need to fall under the sales person stereotype, which is "super-friendly, overly optimistic, always dressed-to-kill and deceitful manipulators". You can continue being yourself with just a little change in attitude. Sales expertise is not about deception or manipulation. It is about mastering your product, knowing your clients and improving yourself. This is NOT your ordinary sales training book, it is your ONE-STOP shop to SUCCESS. Be the best salesperson that you can be without pretending to be someone else! Download this book now! ****SALES: EXACTLY How To Stop Being a Little BITCH and SELL ANYTHING in 5 EASY Steps - Get Your Copy NOW****

Get out of your own way and bring your ideas to life! Exactly Where to Start is a playbook for everyone with a great idea, everyone with a goal in mind, and everyone with a specific destination but no journey. We 've been told all our lives that "good things come to those who wait" —but that 's a myth. Good things come to those who do. Too often, we get stuck in the "getting ready" stage: research, analysis, brainstorming, and more research; we feel like we need to know everything there is to know about what we want to do before we ever take the first steps. Meanwhile, the people who actually go out and do the thing are taking risks, learning lessons, and making strides toward their goals every single day. Isn 't it time you joined them? This book coaches you through the journey with precise, actionable steps that help you take that all-important first leap and keep the momentum going. Discard the distractions, break through the overwhelm, and get going for real with this real-world blueprint for turning your vision into reality. Snap yourself out of "analysis paralysis" Stop thinking you need to know everything before you even begin Make those big decisions and focus in on your goals Chart your journey 's path, and get up and get started today Many of us have fallen into a trap: we no longer believe that "anything is possible", yet we are surrounded by proof that everything is possible! But we are distracted, harried, overwhelmed, and maybe a little intimidated. Our dreams remain forever in limbo, and we may go to our graves before we venture beyond the "planning stage". Don 't let that happen—don 't you deserve to realize your goals? Exactly Where to Start gives you the kick in the pants and the practical plan you need to stand up, step up, and make it happen.

Look out for Daniel Pink 's new book, When: The Scientific Secrets of Perfect Timing #1 New York Times Business Bestseller #1 Wall Street Journal Business Bestseller #1 Washington Post bestseller From the bestselling author of Drive and A Whole New Mind, and teacher of the popular MasterClass on Sales and Persuasion, comes a surprising--and surprisingly useful--new book that explores the power of selling in our lives. According to the U.S. Bureau of Labor Statistics, one in nine Americans works in sales. Every day more than fifteen million people earn their keep by persuading someone else to make a purchase. But dig deeper and a startling truth emerges: Yes, one in nine Americans works in sales. But so do the other eight. Whether we 're employees pitching colleagues on a new idea, entrepreneurs enticing funders to invest, or parents and teachers cajoling children to study, we spend our days trying to move others. Like it or not, we 're all in sales now. To Sell Is Human offers a fresh look at the art and science of selling. As he did in Drive and A Whole New Mind, Daniel H. Pink draws on a rich trove of social science for his counterintuitive insights. He reveals the new ABCs of moving others (it's no longer "Always Be Closing"), explains why extraverts don't make the best salespeople, and shows how giving people an "off-ramp" for their actions can matter more than actually changing their minds. Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book--one that will change how you see the world and transform what you do at work, at school, and at home.

Jordan Belfort—immortalized by Leonardo DiCaprio in the hit movie The Wolf of Wall Street—reveals the step-by-step sales and persuasion system proven to turn anyone into a sales-closing, money-earning rock star. For the first time ever, Jordan Belfort opens his playbook and gives you access to his exclusive step-by-step system—the same system he used to create massive wealth for himself, his clients, and his sales teams. Until now this revolutionary program was only available through Jordan 's \$1,997 online training. Now, in Way of the Wolf, Belfort is ready to unleash the power of persuasion to a whole new generation, revealing how anyone can bounce back from devastating setbacks, master the art of persuasion, and build wealth. Every technique, every strategy, and every tip has been tested and proven to work in real-life situations. Written in his own inimitable voice, Way of the Wolf cracks the code on how to persuade anyone to do anything, and coaches readers—regardless of age, education, or skill level—to be a master sales person, negotiator, closer, entrepreneur, or speaker.

This book has since been replaced by the new and updated title - Exactly How to Sell - The Sales Guide for Non- Sales Professionals Search the store for the new title and enjoy all that it has to offer.

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.

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