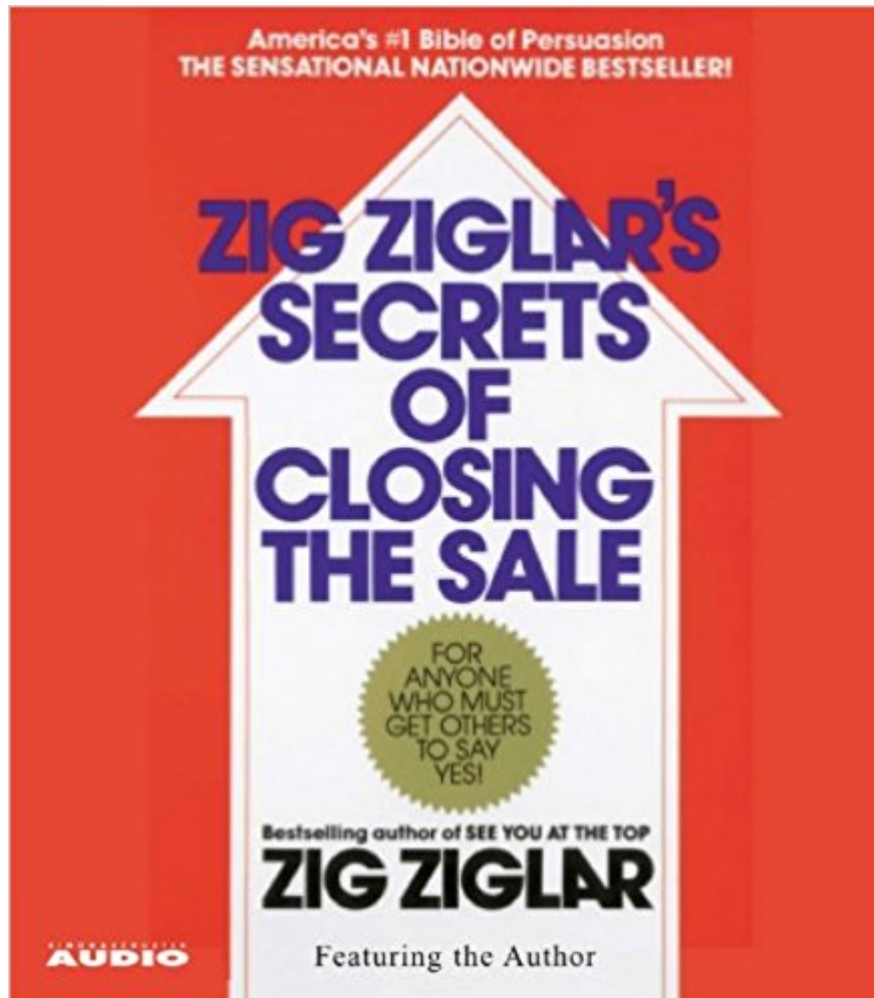




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The Secrets Of Closing The Sale



Synopsis

MAKE 'EM SAY YES All of us are involved in selling every day. Whenever we present a product or a principle, inform a client, or instruct a child, we are engaging in the art of effective persuasion. Allow America's master of the art of selling explain proven, practical sales techniques all of us can use every day. He provides vital strategies for specific closes, hundred of sales questions, and dozens of persuasion procedures to help everyone sell their ideas, or themselves. No matter what your age, gender, occupation, or lifestyle, these proven techniques from America's selling sensation can work for you.

Book Information

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Product Dimensions: 5 x 1 x 5.8 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 starsÂ Â See all reviewsÂ (282 customer reviews)

Best Sellers Rank: #143,915 in Books (See Top 100 in Books) #11 inÂ Books > Books on CD >

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Customer Reviews

I owe Zig Ziglar. Big time. This book increased my ability to demonstrate and sell our service dramatically after one read. Zig tells you and then sells you on the fact that you've gotta read his book three times: once with quick notes in the margins, a second time with thorough notes and a third time with a steno pad so you can make your own "Secrets of Closing the Sale." I've purchased three copies of this book. Two for myself, one to give out to my staff. I started out thinking about sales in the same way most people do - sleazy scumbags out to make a fast buck. I started out wanting to make more money. I ended up learning that "You can have anything in the world you want if you'll just help enough other people get what they want." Ziglar teaches you, from the beginning, that there's no room for success in a salesman's career if he's taking the fast route, making the quick sale and then locking the door behind him. Ziglar teaches you that if you want to make a living in the profession of selling you have to truly believe in your product. You have to be so

convinced that your product is the right product to fit your prospects needs that you can't possibly believe or understand how they wouldn't want it. Yeah. Ziglar teaches the closes. There are hundreds of scenarios and stories that demonstrate various closing techniques. Most of them are great (a few are cheesy). But what makes this book so good is that it constantly drives it home - a good salesman is an honest salesman. A good salesman has his customer's best interest in mind. A good salesman has a solution to a need of his customer. When you help the customer, they will help you (with money).

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