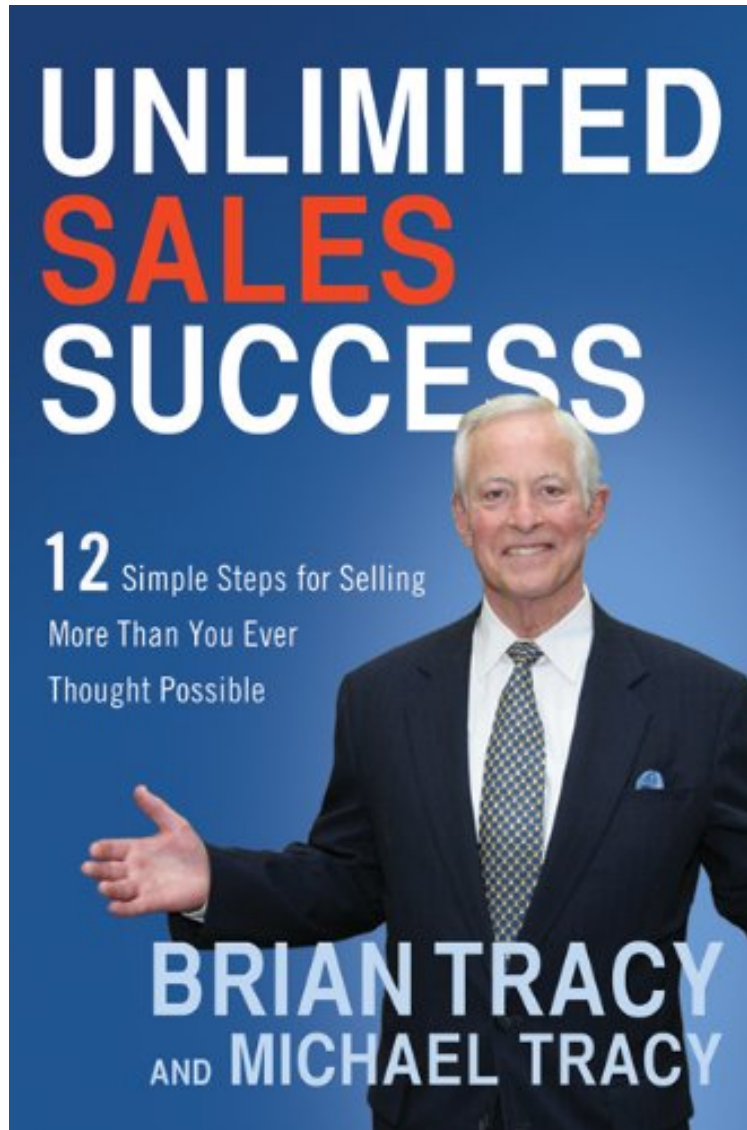


(Read free) Unlimited Sales Success: 12 Simple Steps for Selling More Than You Ever Thought Possible

Unlimited Sales Success: 12 Simple Steps for Selling More Than You Ever Thought Possible

Brian Tracy, Michael Tracy
*ePub | *DOC | audiobook | ebooks | Download PDF*



#797935 in eBooks 2013-10-20 2013-10-02File Name: B00E1SSIRO | File size: 63.Mb

Brian Tracy, Michael Tracy : Unlimited Sales Success: 12 Simple Steps for Selling More Than You Ever Thought Possible before purchasing it in order to gage whether or not it would be worth my time, and all praised Unlimited Sales Success: 12 Simple Steps for Selling More Than You Ever Thought Possible:

0 of 0 people found the following review helpful. You don't want to miss this if you're in salesBy Daniel B. BeaulieuThis is another book by the great Brian Tracy (and his son Michael in this case) that everyone remotely involved with sales should read. Dealing with everything from how to select the right prospect to spend your valuable

time with; to what to say when the customer wants to talk about your price; to closing techniques this book is a virtual sales primer. I was especially interested in the chapter getting your first-time customers to that second and third order which is in my opinion one of the greatest challenges sales people face today. One on chapter the Tracys talk about the "new model of selling" which is based first of all on creating trust which as they say is the glue that holds relationships together. Then on developing a completely understanding of what the person/company wants and needs this is critical. And finally the third part of the "new model of selling" which is properly presenting your products or services making sure to match them perfectly to your customers' needs. As they say, "Like a hand in a glove, your solution should fit their expressed needs." The one part of the book I found very intriguing let's say was the description of following the Japanese technique of jujitsu which means the "gentle art" or "flexible technique" for handling objections: • Do not use objectionable terms • Anticipate and address objections: if they get used to you calling attention to points of contention they will let their guard down. • Use the structure of your presentation while interlacing answers to common objections as you go along. The idea being to skip objections altogether whenever possible and go directly to the close of the sale. Very interesting indeed. There are action exercises at the end of each chapter that do a very good job of not only summarizing the chapter but asking questions designed to make the reader stop and reflect upon what she has just read. The section dealing with price objections is priceless. The authors provide a series of questions to ask the customer when he says that your price is too high. 1. Why do you say that? 2. Why do you feel that way? 3. Is price your only concern? By using these questions and then practicing the art of listening you will be able to take the customer through a process that will allow you to demonstrate the true value of your product over your competitors. Try it, I did and it works. Get this book it will serve you well. 7 of 7 people found the following review helpful. Nothing new. By Phill Oliver I'm a massive Brian Tracy fan but this book was a real let down. Maybe it's my fault as I preordered the book without doing any research, but this book is just a rehash of his earlier work. Nothing new to mention, very disappointing. If you are new to Tracy then sure it's a great read but if you are a seasoned professional like myself then don't waste your money. 0 of 0 people found the following review helpful. From someone with limited sales experience. By Jason I still remember those old sales jobs I had. One was going door to door cold calling for people to switch their electric bill, and the other was with vector, selling knives- on a strictly referral basis. While they both promised training, fast promotions, and "training-provided", they all boiled down to this.... "follow the script". I learned few practical communication skills. This book was a game changer for me. It actually taught me real sales skills, that go beyond "follow the script", and the rubbish catch-all advice given to cold call novices of it being "a numbers game". The truth is, becoming great in sales goes far beyond memorization and calling on as many people. You need to learn how to actually discover people's needs, and meet them with your product. I would love to go to a Brian Tracy seminar, if he is still alive....

Based on more than 40 years of selling experience; in virtually all product categories and market conditions, Unlimited Sales Success shows that these proven sales skills are learnable; by anyone. Highlighting practical, time-tested principles including: • The psychology of selling: your own mindset is just as important as your customer's; • Personal sales planning and time management: whether you work for yourself or someone else, great planning equals great success; • Prospecting power: get more and better appointments; • Consultative and relationship selling: position yourself as a partner with the account; • Identifying needs accurately: you'll know how to arouse their interest and overcome objections; • Influencing customer behavior: learn what triggers quick buying decisions; • Closing the sale: the five best methods ever discovered; • And more Unlimited Sales Success is loaded with eye-opening facts and exercises, peppered with stories of great selling techniques in action, and organized into a use-it-now approach that will help you become a top sales professional; starting today.

"I love, love, love Brian Tracy... This book does a great job of addressing most of the issues involved with sales for someone just entering the profession." --Blog Critics "This is a book that every one in your business who has contact with customers should read." --Anna Jedrzejewski, Retailing Insights "Treasure-map guide; an excellent new book by famous sales trainer Brian Tracy and his son, Michael Tracy." --Joyce Lain Kennedy, Syndicated Columnist, Tribune Media Services "Tracy and Tracy condense the cream of proven sales principles and practices into a dozen results-focused chapters... Packed with revelations." --Leadership Examiner "Brian Tracy not only talks the talk, he walks the talk, too; Both Tracy authors are masters;"; --Life Insurance Selling "Read Brian Tracy's new book, twice! ; learn a host of new strategies and techniques to propel your sales success and results." --Eric Jacobson on Management "For anyone who is anywhere in the sales industry, reading this book is not an option, it's a necessity." --In Business Greater Phoenix "Unlimited Sales Success is the selling professional's bible of the most crucial, hard-won, powerful sales lessons ever learned." --New Equipment Digest One of the Top Leadership Books of 2013 Eric Jacobson On Management and Leadership.com "This book is the next best thing to have Tracy at your back coaching you along the way to success." --Portland Book "In Unlimited Sales Success, Tracy condenses the best of what he has learned throughout his more than 40 years in sales into a source of information for salespeople." --InsuranceNewsNet From the Inside Flap A million excuses can block

you from achieving your sales and income goals. A tough economy, Internet price-cutting, skeptical customers . . . you name it. But consider this: The top 20 percent of salespeople reel in 80 percent of sales, no matter the obstacles. They get predictable, exemplary results in fluctuating conditions. And you can too when you master the all-time best sales techniques ever created! From a world-renowned selling guru, whose own rags-to-riches story has motivated struggling salespeople everywhere to toss out random tactics and focus on what really works, *Unlimited Sales Success* is the selling profession's bible of the most crucial, hard-won, powerful sales lessons ever learned. Now Brian Tracy is teamed with his sales executive son Michael to lay bare the fundamentals of selling in today's complex, relationship-driven sales arena, identifying the best practices of top performers, including:

- 7 ways to spot (and avoid) a poor prospect
- Mental exercises that convert rejection into a spark to keep going
- How to merge relationship, consultative, and educational selling
- The single most powerful question you can ask your customer
- Practice tips to improve your presentations and triple your sales
- The potent tool that can instantly turn indifferent customers into buyers
- What to say when your customer complains about the price
- Why "Let me think about it" is customer-speak for "Goodbye"—and how to avoid hearing those words
- The 7 key techniques that account for 90 percent of all closes
- How to ensure repeat sales in our "recommendation nation"
- The real reasons why customers defect
- Strategies for shifting your attention from low- to high-value activities
- How to double the time you spend face-to-face with qualified prospects, and reap the rewards

Plus much, much more! Self-assessments, sample dialogues, stories that demonstrate great selling in action, helpful exercises, and Brian Tracy's trademark jolt of inspiration will all hammer home the book's invaluable ideas and techniques and help you quickly adopt them as your own. All great salespeople start at the bottom, unskilled and insecure. They learn to excel not by using tricks or so-called "secrets"—but by mastering the tried-and-true sales skills that consistently deliver the performance and earnings you've always dreamed of. Put these skills to work—and enjoy your rewarding journey to the top. Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. The world's leading sales trainer, Brian has trained more people in more industries and more countries than any other sales trainer alive, and is the bestselling author of 55 books that have been translated into 38 languages. He lives in Solana Beach, California. Michael Tracy is the Vice President of Sales and Business Development at Analog Analytics, a Software-as-a-Service company that was acquired by Barclays Plc in May 2012. Michael's experience also includes founding an online performance marketing company and managing door-to-door sales teams for ATT and Verizon. He lives in Solana Beach, California.

From the Back Cover Advance Praise for *Unlimited Sales Success*: "This fast-paced, informative book is loaded with great ideas to make more sales faster—written by the top sales trainer and guru in the world today." —T. Harv Eker, #1 New York Times bestselling author of *Secrets of the Millionaire Mind*

"Brian Tracy is THE master at delivering relevant, usable, practical content that truly makes a positive difference in your sales results. If you are currently in sales, or even considering a career in sales, this book should be a front and center addition to your library!" —Dr. Tony Alessandra, member, Sales Hall of Fame and Speakers Hall of Fame; author of *Non-Manipulative Selling* and *The Platinum Rule for Sales Mastery*

"The art of sales is continually evolving, and for sales professionals worldwide, *Unlimited Sales Success* is a must-read for staying ahead of the curve. Brian Tracy is unquestionably one of the world's most revered masters in achieving success, and this book, with its unfailingly smart strategies and techniques, reflects his supreme knowledge and innate understanding of every facet of successful selling. If you are anywhere in the sales industry, reading this book is not an option—it's a necessity." —Ivan Misner, Ph.D., New York Times bestselling author; Founder, BNI

"*Unlimited Sales Success* contains every tip, tool, and technique you need to take your sales results to the next level. If you follow them, I guarantee you success will follow you." —Todd Duncan, New York Times bestselling author, *Time Traps: Proven Strategies for Swamped Salespeople*

"If sales professionals would simply read and apply the practical principles in this book, they would achieve the great success they desire. I have read many powerful books in my life, and this is one of the best for sales professionals in any industry." —Joseph Sherren, CSP, consultant, trainer, and internationally known speaker in more than 30 countries

"In this definitive book, Brian Tracy demystifies the sales process. Use the techniques in *Unlimited Sales Success* and in no time at all you'll be comfortable and confident in selling any product or service—and outperforming your peers!" —Kristin Arnold, keynote speaker, author of *Boring to Bravo*, and past president of the National Speakers Association

"*Unlimited Sales Success* is jam-packed with great skills, strategies, and techniques designed to help you increase your sales performance. A mix of foundational skills and the latest cutting-edge ideas, it will enable you to outperform even in a challenging market. Don't miss this book—read it and reap immediate gains!" —Don Hutson, coauthor of the #1 New York Times bestseller *The One-Minute Entrepreneur*, and CEO of U.S. Learning