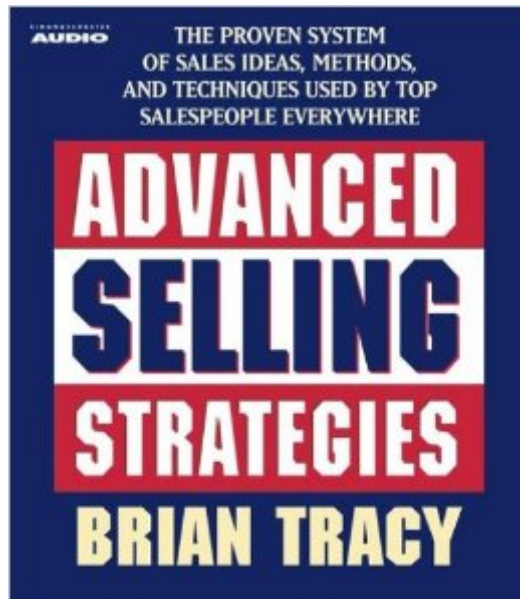


The book was found

Advanced Selling Strategies: The Proven System Practiced By Top Salespeople



Synopsis

GAIN THE EDGE YOU NEED! Strategy, tactics, and mental preparedness separate superior salespeople from the average -- and with technological advances leveling the competition, the selling edge is more important than ever. Drawing on his own successful sales career, and on his extensive experience as a sales consultant and seminar leader, Brian Tracy has developed the most comprehensive and effective approach to selling ever created. Advanced Selling Strategies provides you with the techniques and tools used by top sales people in every industry -- methods that net immediate and spectacular results. This audiobook explains how to:

- Develop the self-image to give you the edge in every sales situation
- Concentrate on the customer's emotional factors to ensure better sales results
- Identify your customer's most pressing concerns and position your product or service to fill those needs

Book Information

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Customer Reviews

If the sign of a good book is having lots of pages, I'm sure that this would be the best sales book on the market. But it's not a good book. Not even close. The content is valuable, but it's poorly organized. If I followed Brian Tracy's advice on Pareto's Law, then I'd be frustrated looking for the 20% of the content that is actually useful. This is Brian's worst sales book by far, and not a book I would recommend to anyone, let alone someone just starting out in sales. It would be a better book if he cut the fluff by 75% and got to the point. Instead of "Advanced Selling Strategies", pick up "Be a Sales Superstar: 21 Great Ways to Sell More, Faster, Easier in Tough Markets" by the same author. The content is almost identical, and a much easier read.

Very good for reinforcing ones sales habits. Also a couple of useful gems. If you are new to sales I would give it 6 stars. I have been in sales for over 35 years and one never stops learning. I always have a chuckle when older people slag a self improvement book yes there might be a lot of stuff there that you already know but, if you go right back to the beginning all mentors like Tracy talk about repetition and compounding. So to all you youngsters out there never stop learning and reinforcing. And to all you know it all's out there who think you know everything, you better go and buy Darren Hardys book the compound effect.

Like most longtime professional salespeople, I find very little new in books and tapes such as these. That said, This book is a great reminder of the basics. I find Brian Tracy motivating and listen to this and other Brian Tracy tapes when I am suffering from call reluctance or a general temporary loss of motivation. I would recommend this for any salesperson at any point in his or her career. Thanks, Stephen LeGare Insurance Agent Plano, Texas

This is a great audio series to keep in your car if you are in sales. Brian provides great information from start to finish to help keep your sales on track. Great to listen to before or after calls as a reminder of how to get to or stay on top.

Didn't learn much and I'm not someone who's been to seminars. Most of this is common sense and truthfully...a lot of it would work on a feeble minded 5 year old. There is some solid stuff in here but nothing earth shattering.

This product came quickly this is my second copy as I purchased this for a colleague who is a new college student interning with our firm and new to sales so I thought this would help him

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