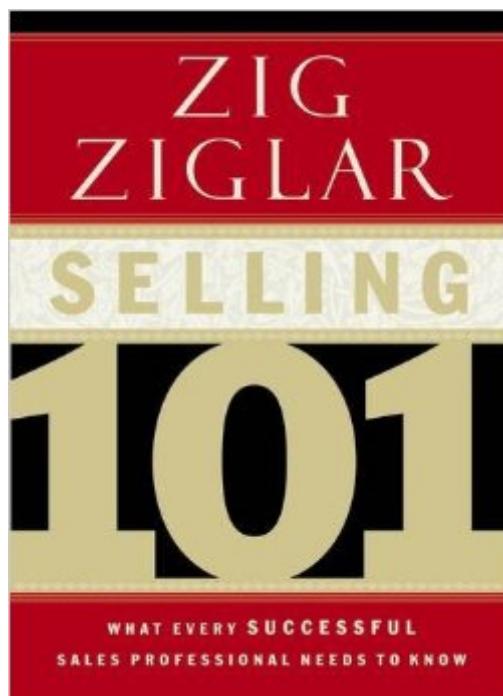


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# Selling 101: What Every Successful Sales Professional Needs To Know



## **Synopsis**

Here in a short, compact and concise format is the basics of how to persuade more people more effectively, more ethically, and more often. Ziglar draws from his fundamental selling experiences and shows that while the fundamentals of selling may remain constant, sales people must continue learning, living, and looking: learning from the past without living there; living in the present by seizing each vital moment of every single day; and looking to the future with hope, optimism, and education. His tips will not only keep your clients happy and add to your income, but will also teach you ideas and principles that will, most importantly, add to the quality of your life. Content drawn from Ziglar on Selling.

## **Book Information**

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## **Customer Reviews**

'Selling 101' is an easy to read and understand introduction to sales technique for those new to selling, or a quick review for experienced sales people who need a refresher. The book can be read quickly, but to get the most out of it return to each section and determine how you can apply the principles there to improve your skills. There are chapters on overcoming call reluctance, need analysis, closing, dealing with angry clients, making the most of your time and more. You are sure to pick up at least a few good ideas. Part motivation, part how-to, 'Selling 101' may be just what you need to improve your sales results a little or a lot.

Seldom is a book as aptly named as Selling 101. This is a true primer on the ABC's of selling.

Author and sales expert Zig Ziglar walks you through the sales process, teaching you how to find

prospects, overcome "call reluctance," pose the right questions and ask for the order. He touches on all of the fundamentals, using examples from his experiences to illustrate his main points. His brief, concise prose is easy to understand and even easier to incorporate into your sales practices. The seasoned sales professional will not find anything new in this basic textbook, but we recommend it to anyone who is new to selling, particularly if you lack a mentor to give you this kind of guidance. This handy manual will provide know-how that is usually gained only by experience in the field.

I found this book to be a great asset to me as a professional salesperson. In an era when selling at any cost is popular, it's wonderful to read a book that stresses the need to be ethical, and above board in the field of selling. I also work for a company that requires the salespeople to show integrity in all that they do to help people. This book was just what I needed.

Zig Ziglar is the master of sales. I have been reading his books since I started my career in auto sales and I credit much of my success to his knowledge and wisdom. So naturally, when I saw this book on and I realized that I had never read it, I ordered it. To my dismay, this book is not at all what I expected. Simply looking at it brought me to an uncontrollable episode of laughter, born of bewilderment and confusion. It is a miniature pocket book which I would value at no more than \$4. The concepts are very basic and in some cases, outdated. If you are a Sales Professional, don't waste your time or money on this book. There are no "refresher" ideas or any useful information for you at all. Pocket books are meant to be readily available so that you can quickly reference them for information. You will never ever have a need to take this book out of your pocket. In fact, it will probably serve you better as a paperweight. This booklet is perfect for beginners, and by beginners, I mean people who just started working in sales yesterday. I still love and I still respect Zig Ziglar. I'll just need to be more careful with what I order online.

Zig Ziglar has done it again. As an author myself of sales books, I realize sales is about so much more than just having the 'gift of gab,' and fast talking. It's about asking the right questions and listening to the right answers. It's about not just being a consultant to others, but being a consultant to yourself. It's recognizing you are in the most honorable profession there is. Zig's theories exemplify this.

This book is basically a collection of "daily affirmations." Its a feel-good book. It has very little in the

way of "actionable" advice. At only 100-pages, I expected a collection of greatest hits. This is the first, only, and last Zig Zigler book I will ever buy. For people with a serious interest in tangible advice on how to increase sales effectiveness, I would recommend Michael Bosworth's "Solution Selling," or Stephen Heiman and Diane Sanchez's "The New Strategic Selling" or "New Conceptual Selling." If you need to feel good about yourself, I'd suggest a psychologist instead (or simply buy a dog). Overall grade: D-/F.

To be honest I had no idea what I was buying. I didn't realize that this was more of a Pocket Version than a full fledged book on its own, but I don't think that's a bad thing. You should be aware that this book is indeed small, it fits into my inside jacket pocket and into my Levi's back pocket. That being said, it's like the Mighty Mouse of sales books, it packs a decent sized punch and can save the day if you give it a chance, plus it's kind of nostalgic. I'm in my 40's and I've been reading Ziglar's stuff for my entire adult life and it still rings true. This book will do 1 of 2 things for you, it will either remind you of all the basics that you already knew or it will open your eyes to how much more there is to this business than just offering a product. I'm OK with either outcome actually. The principals that Zig outlines in this book are just the tip of the ice berg, it's like the CliffsNotes version of all of his other works. The title says it all actually, this is indeed Selling 101, a basic foundation to build upon. There are many people in the Sales Industry that got there by accident. These are the people that just lucked out, maybe weren't the best students and maybe haven't read a book in years. This is a good little book because it's not intimidating, you can get through it in a couple of lunch hours and pull some useful info out of it. The best part is that even though Zig passed away a few years ago, he is still selling. This book is designed to Motivate you to better yourself, and with that desire you'll want to go further on the journey with Zig. Luckily his legacy is carried on by his family and you can buy all of his other books, his certifications and classes online. This book makes me want to buy more from him, and it's a win-win. In the mean time I'm going to listen more, sell with integrity and proceed with a couple of simple plans.

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