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Secrets Of A Master Closer: A Simpler, Easier, And Faster Way To Sell Anything To Anyone, Anytime, Anywhere



Synopsis

If you want to know, step by step, how to quickly, easily, and smoothly walk anyone from being a skeptical prospect to a happy customer that refers you friends, family, and colleagues...then you want to listen to this book. Here's the deal: At its core, selling isn't a patchwork of cheesy closing techniques, annoying high-pressure tactics, or gimmicky rebuttals. True salesmanship follows very specific laws, has very specific steps and stages, and leaves a customer feeling happy and helped. It's honest, respectful, enlightening, friendly, and done with real care. It's the type of selling that wins you not only customers, but fans. Not coincidentally, this is the type of selling that truly great salespeople have mastered. This is the type of selling that keeps pipelines full and moving, and that builds a strong, loyal customer base that continues to give back to you in the form of customer loyalty, reorders, and referrals. Well, that's what this book is all about. It will give you a crystal-clear picture of the exact steps that every sale must move through and why, and how to methodically take any prospect through each, and eventually to the close. And how to do it with integrity and pride. In this book, you'll learn things like: The eight precise steps of every sale. Leave any out, and you will struggle. Use them all correctly, and you will be able to close unlimited sales. The true purpose of the presentation and the crucial, often-missing steps that need to be taken first. If you're making the same presentation mistakes as most other salespeople, this chapter alone could double your sales. How to easily discover which prospects can use and pay for your product/service, and which can't. Time is your most valuable commodity as a salesperson, and if wasted, it costs you money. Learn how to smoothly create an abundance of closing opportunities, and know when to ac

Book Information

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Customer Reviews

Legendary Green Bay Packers coach Vince Lombardi was famous for his emphasis on basics (more on that later). Many others have also recognized and stressed basics and fundamentals to their great success and the success of their teams and organizations of all types, but that's not the important thing right now. What is important is YOUR success in sales. This book will make a huge difference to your sales productivity and results whether you're new to sales or are a seasoned veteran who has "seen and done it all". I'm the owner of a company that sells an extremely discretionary product--one that a customer can say "no" to without dramatically affecting their immediate future. Using the tools in this book, we drive past the reasons not to buy and close far more sales than we would if we were content to simply be "Presenters" rather than CLOSERS. (Buy and read the book to find out why this distinction is critically important.) The material in this book and the valuable principles it so clearly presents are now a cornerstone of our sales training program. I couldn't recommend it highly enough. One of the biggest challenges in sales is collecting and sorting through the mounds of "tips" and other good advice that are so common in sales know-how. Mike Kaplan has done the work for us, collected the knowledge, sorted the wheat from the chaff, and put it into an approachable and easily-digested step-by-step process that will keep you on track and winning throughout your sales career. You will have a more focused understanding of the parts of selling and the relative importance of things like "know all of the benefits of your product" versus "get the client's head nodding in agreement" versus "be likable because people do business with those they like".

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