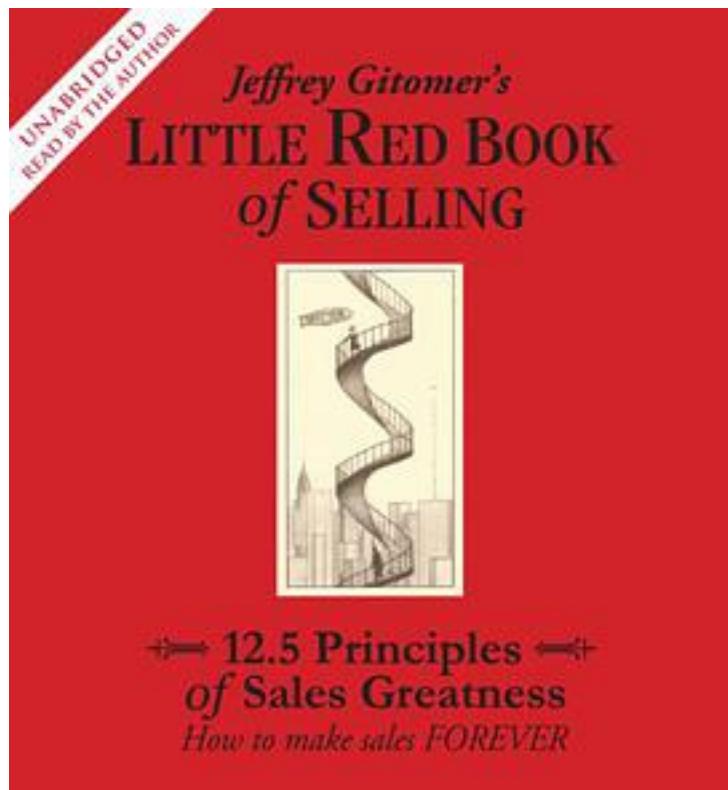


Jeffrey Gitomer's Little Red Book of Selling



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Sales master Jeffrey Gitomer has created a real-world, practical, and fun book that salespeople will love and profit from -- and sales managers will buy by the case. Salespeople want answers. That's why the Little Red Book of Selling is short, sweet, and to the point. It's packed with answers that people are searching for in order to help them make sales for the moment - and for the rest of their lives. In the Little Red Book of Selling salespeople will learn why sales happen and a philosophy of success - long term, relationship driven, and referral oriented - nothing to do with manipulation or

other old-world sales tactics. It has everything to do with understanding buying motives and taking ethical, relationship-building actions. People don't like to be sold but they love to buy has become more than Gitomer's registered trademark- it's a mantra. A mantra every salesperson needs to understand at the core of his selling success. Throughout this book the reader will begin to adopt a philosophy that drives them to a higher, value-driven purpose. There are 12.5 powerful principles of sales mastery. These principles are at the heart of sales success. They are the difference between red (putting your heart into your career) and black (having a job, coming to work, and making a commission). Other chapters include; What's the Difference between Failure and Success in Salespeople, The Little Salesman that Could, The Two Most Important Words in Selling, and Just Plain "How to Make a Sale." The cover is classic red cloth. The four-color graphics make it compelling and easy to read, and the content is easy to understand and implement. For your convenience there is a red satin (ok, polyester) bookmark so you can remember your place. It is small enough to carry with you - big enough to contain the answers you need — powerful enough to fill your wallet.

作者介绍:

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