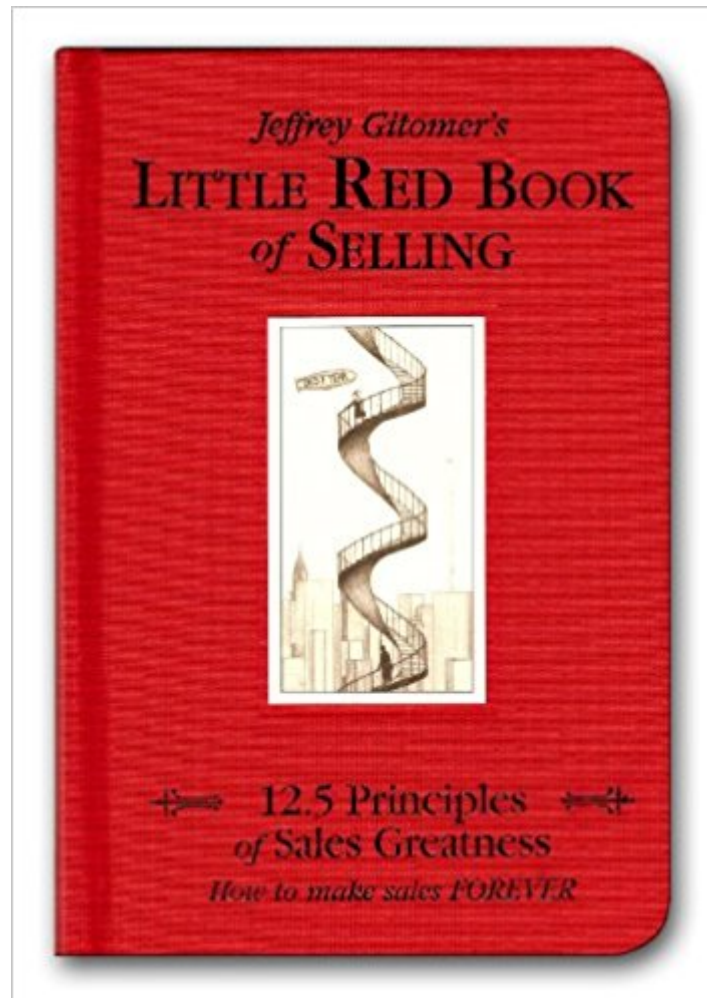




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# Little Red Book Of Selling: 12.5 Principles Of Sales Greatness



## Synopsis

Salespeople hate to read. That's why 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 momentâ and the rest of their lives.

## Book Information

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## Customer Reviews

If salespeople are worried about how to sell, Gitomer (The Sales Bible) believes they are missing out on the more important aspect of sales: why people buy. This, he says, is "all that matters," and his latest book aims to demystify buying principles for salespeople. From the red cloth cover to the small trim size to the amusing (but not cloying) cartoons on almost every page, this is an appealing and accessible book. The author is obviously enthusiastic, if not manic, about sales, and though some of his mantras verge on hokey, much of his prose is straightforward and realistic. Each chapter includes a mini table of contents, pull quotes and takeaway sound bites, examples of typical whines from salespeople (e.g., "the client said they spent their whole budget") paired with a positive response (e.g., "Decision makers make the budget. Non-decision makers spend the budget"), and plenty of advice and ideas that can be taken in and studied as a whole or referred to at random for inspiration. Copyright Â© Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

This isn't just a red book; it's a Red Bull of high-energy sales tips & counsel. -- David Dorsey, The Wall Street Journal (May 3rd 2006)

To say that Jeffrey Gitomer is prolific would be an understatement...he's worked his way into the upper echelon of sales gurus like Brian Tracy and the late, legendary Zig Ziglar. I've read the majority of his books and will say that this is the "If you're only going to buy one Jeffrey Gitomer book" book. While "The Sales Bible" may be seen by some as his "Greatest Hit," this is the book that pretty much lays out the foundation of his sales philosophy that you will find in every book that followed. If I were a sales manager, I'd make it required reading for every one of my salespeople. So what's in it, and why is it so good? First, he makes it clear that it's all about you and your attitude. You believe in yourself, your products, and your services, and you are driven to win...or you're not. If you're a "believer," then you can be of service to your customers. You have to know what is important to them, and then you make it all ABOUT them. You never cut your price to close a sale because you leave money on the table, and you diminish the value of what you have to offer in the eyes of your customer. There are books whose primary aim is to make you feel good about yourself in a warm and fuzzy way. This isn't one of them. Gitomer wants you to feel good about yourself by being honest, by being tough, by waking up and smelling the coffee and PERFORMING. If you read this book and USE it...put what's between the covers into practice...you WILL make sales. It's unavoidable. This is how it's done.

This book addresses sales with a lively combination of humor and professionalism to help salespeople get their feet in many more doors. For those who are running into dead ends, stale leads, price objections, and unreturned phone calls, Gitomer has created The Little Red Book of Selling to show them how to get past the usual obstacles and sell their products and services with new zest and vigor. Filled with more than a dozen principles of sales greatness, as well as numerous lists and attack plans for dealing with difficult customers, The Little Red Book of Selling offers the answers to just about every sales question a salesperson could ask, and provides the firsthand experiences and positive enthusiasm to drive them home with vitality and optimism. Highly recommended for an individual or team in the sales profession.

This book is not only about motivation, but basic skills that a sales professional must pursue. My experience with people that are successful in sales is that they typically acquired the type of skills presented by Mr. Gitomer. If someone wants additional techniques it should look elsewhere for information that is more specific to the sales problem that the professional is facing. Several books will complement this book like: Books centered around research done by Xerox on customer buying

behavior:Customer Centric SellingSpin SellingSolution SellingBooks related to the way you  
present:Presenting to WinThe Power PresenterWhiteboard SellingLead with a StoryFor those  
involved in Selling Software and similar products:Great Demo!Demonstrating to Win!On  
motivation:Selling with a Noble PurposeThe One ThingI think the little red book is just the beginning  
of the journey!

As many have said its not a sales TECHNIQUE book. (Even the title says its "Principles of Sales Greatness.") None the less it is a sales book that will or can improve sales because even though you've read countless sales guides, you probably don't put it into action.Gitomer is right that most sales people already know what to do. This is a more why aren't you following these priciples and if you did you would get better. If you read it and don't put it into action, you will get what you always got.If you like a bare bones, gritty, tough kick in the butt style of prose, this is the book for you. No fluff all stuff. There are some gems in the book and it (at least for me) is thought and action provoking.This (like many sales books) is geared mainly to selling to business. I sell the world's finest motorcycles (retail) and still found plenty of useful information.If you know it all, skip it. If you don't (and who really does?)get this book. You can only get better.

great read

Great book on selling that is actually usable rather than tired old school stuff some books have presented.

Helped me get started in my service business. Great for a beginner.

This was recommended by the chief operator of the company I worked for.

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