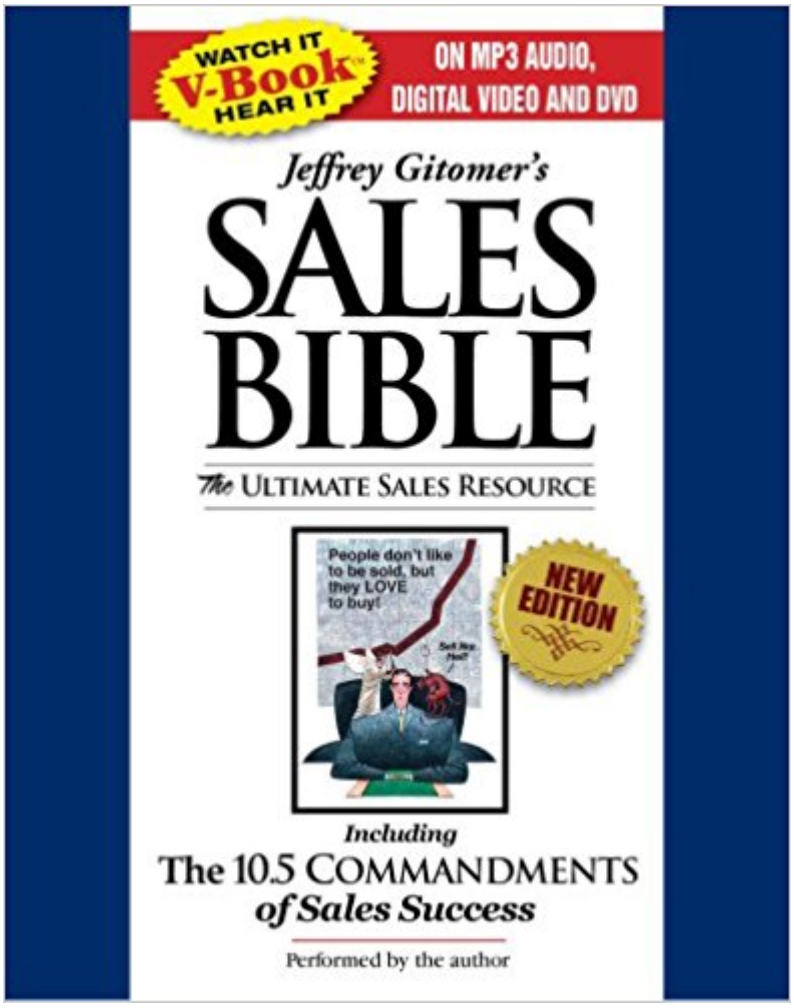
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The Sales Bible



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Synopsis

Jeffrey Gitomer’s bestselling work in which he shares his tips on how to be a successful salesperson has a new edition and is now available on audio. He provides motivational advice and practical techniques for initiating, maintaining, and closing a sales presentation. Written in a breezy manner with short, easy-to-remember suggestions, this audio will be popular with persons just getting started in this field or those needing an inspirational pep talk. In an area where there are literally dozens of works already available, The Sales Bible will prove helpful to anyone who listens to it. Jeffery Gitomer’s Sales Bible has been completely revised and redesigned to resemble his distinctive bestselling Little Book series, helping the millions of fans he has won since its publication connect it to this blockbuster series, and assuring a major new life for this category-defining classic.

Book Information

Audio CD

Publisher: Simon & Schuster Audio; Unabridged, V-Book contains 2 DVDs, 2 DVD-ROMs and 1 MP3 CD edition (December 16, 2008)

Language: English

ISBN-10: 0743573781

ISBN-13: 978-0743573788

Product Dimensions: 7.3 x 5.3 x 1 inches

Shipping Weight: 6.4 ounces

Average Customer Review: 4.4 out of 5 stars 259 customer reviews

Best Sellers Rank: #1,256,266 in Books (See Top 100 in Books) #77 inÃ Â Books > Books on CD > Business > Sales #832 inÃ Â Books > Books on CD > Business > General #3003 inÃ Â Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

"It’s a book you will want to keep by your side at all times."-- Ken Blanchard, coauthor, "The One Minute Manager""This book is an absolutely essential tool for every serious sales professional. It should be read, reviewed and referred to every single day."-- Brian Tracy, "Psychology of Selling""It can be digested in quick bite-sized lessons...proven techniques and healthy thinking about building business relationships."-- Jim Cathcart, "Relationship Selling""Bravo!...The difference between the right book about sales and the almost right book is the difference between lightning and the lightning bug. Jeffrey Gitomer’s "The Sales Bible" is the right book."-- Michael Michalko, "Thinkertoys (A Handbook of Business Creativity for the ’90s""Your advice is...information by injection."-- Robert

Silvy, marketing director, American City Business Journals"To the point, humorous, and engaging"--Karen Axelton, "Entrepreneur Magazine""Never before has anyone captured so many of the priceless truths of selling that have been the professional salesperson’s wisdom to create and their weakness to forget."-- Dr. Herb True, professor of management, Notre Dame University --This text refers to an out of print or unavailable edition of this title.

"Every once in a while ONE book defines a category." Ã¢â ¬â •Jack Covert, 800-CEO-READ One of "The Ten Books Every Sales Person Should Own and Read" Ã¢â ¬â œThe Dale Carnegie Sales Advantage Program Jeffrey Gitomer’s bestselling guide to the art of the sale has helped hundreds of thousands of people get ahead in the sales game. The Sales Bible offers the proven methods and techniques that lead to bigger sales and more loyal customers. Full of practical, hands-on information, it offers everything salespeople need to know to improve their results immediately. What do REAL salespeople think about The Sales Bible? "The Sales Bible has directed my sales successes from Sales Manager, to Sales Director, to Area Sales Director, to my current position of Vice President of Sales. Thank you, Jeffrey, for leading me up Ã¢â ¬Ëœe the corporate ladder.Ã¢â ¬â„¢ " Ã¢â ¬â œBryan D. Moore, vp of Sales & Marketing, Targeted Golf Solutions "I have read many different books about selling, but JeffreyÃ¢â ¬â„¢s book is the only one I keep on my night stand. I can look at it every nightÃ¢â ¬â œreading only a few sentences as a refresher or whole chapters to enhance my skills." Ã¢â ¬â œJames A. Wilton, Account Manager, AETEA Information Technology "IÃ¢â ¬â„¢d be a better Catholic if only the Holy Bible was this easy of a read." Ã¢â ¬â œLance Cassidy, Sales Director, MAMSI Health Plans "The Sales Bible is a book of truth within the sales world. I only hope my competitors don’t see the light." Ã¢â ¬â œJeff Williams, Vice President of Sales, Unishippers Cincinnati/Dayton "Wait! The material in this book is only priceless if you choose to apply it. DonÃ¢â ¬â„¢t even think of opening this book . . . until youÃ¢â ¬â„¢re ready to become a success." Ã¢â ¬â œMike Tischer, New Business Development, Tailored Solutions, Inc. "This book should be shaped like a key. After reading it I unlocked my toughest market." Ã¢â ¬â œJoseph Andrade, Personal Financial Analyst, Primerica Financial Services --This text refers to an out of print or unavailable edition of this title.

Pros:Real Life, gritty no nonsense tips, techniques and advice that anyone can follow and use.And keep using that same advice and get excellent results.This book WILL change your career and increase your income. It will pay for itself in just a couple hours.If YOU do what YOU are supposed to do, it will do what it is supposed to do, embrace it, practice it.And though you will see results right

away, keep going!Gitomers real results come when you master the techniques and can use them calmly, casually, with confidence.It will pay off. This book was initially recommended to me a long time ago. At the time I thought "I'll never be in sales so I don't think I should waste my time... besides, 'a bible, a bible I already have a bible'". Fast forward a few years and I finally read it out of desperation - I am now in sales - and I find that I missed out on years of learning & productivity even before my sales career. I learned quite a bit about how to not only sell but really how to be a good friend. As with most of Gitomer's books, The Sales Bible is read in a list format which, I am learning, is meant to be digested in small bites and then put into practice slowly over time. This is no exception. Each step (including the ".5's") could be it's own book and contains a wealth of information and creative ideas. I will revisit this one several times.If this review helped will you thumbs up?

Why I never read any of Gitomer's stuff before is a mystery. I started with the little book of closing and was so impressed I gave it to a colleague and then promptly re ordered a new one. I figured why not grab this one while I'm at it. Smart choice. Bible is not an understatement, no offense to any religion. Its completely awesome and needs to be read, re read, and referenced.

The Sales Bible is a very comprehensive book that covers all aspects of the sales cycle. Whether you work in a large company with a rigid sales process or a small company selling new products this book will help. I haven't read any of Gitomer's other books and found this one to be the latest; hence why I bought it. Generally what I have found with authors is that they incorporate all the relevant and good aspects of previous books into the latest book.It is a fairly easy book to read as it introduces the topic, sets out the typical rules, commandments or areas of focus in bullet points and follows up with a number of examples. My one criticism would be that these rules tend to be repeated across the chapters. I like to highlight and take notes in books, therefore the duplication became quite frustrating. With that being said, depending on the reader this could be a good thing for reinforcement of the theory.It is certainly a book anyone can read, including an experienced sales person, as there are plenty of points to read and reflect on. It really is a bible on the sales process and a great resource to use over and over again.Three key takeaways from the book:1. How important humour is in the sales process. Using humor at the right time and in the right situations is critical for developing relationships and rapport with your customers2. You will fail if you don't do your best, learn the science of selling, accept responsibility, meet a quota/goal or have a positive attitude3. Avoid using these words In the sales conversation: 'Honestly', 'Truthfully', 'Frankly', 'Quite

Frankly’ and ’And I mean that’ etc.

Okay - full disclosure - I know the author and consider him a friend. He’s also a client, and I’ve used his techniques to sell to him! That may be the only thing you need to know about this book.Jeffrey Gitomer may not be the greatest salesman of all time - St. Paul, Zig Ziglar, Earl Nightingale, Dale Carnegie - there may be a few others who rank above him. Time will tell. But Jeffrey has written a book strictly devoted to selling which synthesizes the combined wisdom of all of the published salemen who have gone before him, with the practical knowledge that he has gained from a lifetime selling anything and, eventually, everything. I believe Jeffrey’s position in the business world is similar to Ted Williams’s in baseball.As a kid, I remember reading Ted Williams’s classic book, "The Science of Hitting." Hitting a pitched baseball is the most difficult skill in all of sports. Williams’ book explained that the toughest part of hitting isn’t the hand-eye coordination, it is the disciplined approach to preparation and pitch selection - the mental game, that counts. Williams’ classic graphic of the strike zone filled with 77 baseballs, each baseball containing a batting average, was worth the price of the book, and an enduring image for baseball lovers. Williams was a great hitter - maybe not as significant as Babe Ruth, or with as high an average as Ty Cobb, but his most enduring legacy was the best book ever written about hitting. And, it’s not about fancy tricks, it’s about repetition and discipline.I believe selling is the toughest skill to learn in business. The art of persuasion doesn’t come naturally to most people, and some prospects give you more late breaking movement than a Papelbon "slutter" or a Rivera cutter. Jeffrey Gitomer’s book helps you perfect the skills that you need to survive and prosper in what could otherwise be a difficult and discouraging world. Are you just getting started? Read the book of Rules. Do you need to cold call? There’s a chapter that will give you steps to follow. Need a refresher - the principles are all summarized on handy flash cards and a computer disk. The 72 questions are like Ted Williams’ 77 baseballs - designed to get you to focus on what you need to do to raise your average.I’ve read the reviews already posted and I can’t believe the handful of people who gave this book 1, 2 or even 3 stars - they must be ex-girlfriends or jealous husbands. Those looking for fancy tricks and clever schemes don’t get it - that’s too complicated, and, worse, destined for a one-time-only sale, or embarrasing failure. Learn the basics, and this book distills the best selling advice of hundreds of other authors, as well as Gitomer’s years of Sales Moves columns.Note - The Sales Bible distills those columns, and doesn’t just reprint them as some authors with a regular newspaper gig are prone to do. This is a book that is intended to be USED, not just read. If you’re looking for the "History of Great Sales," keep looking. If you’re a saleman or an entreprenuer (which means you’re that and more) buy this

book, and learn from a true Hall of Fame salesman!

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