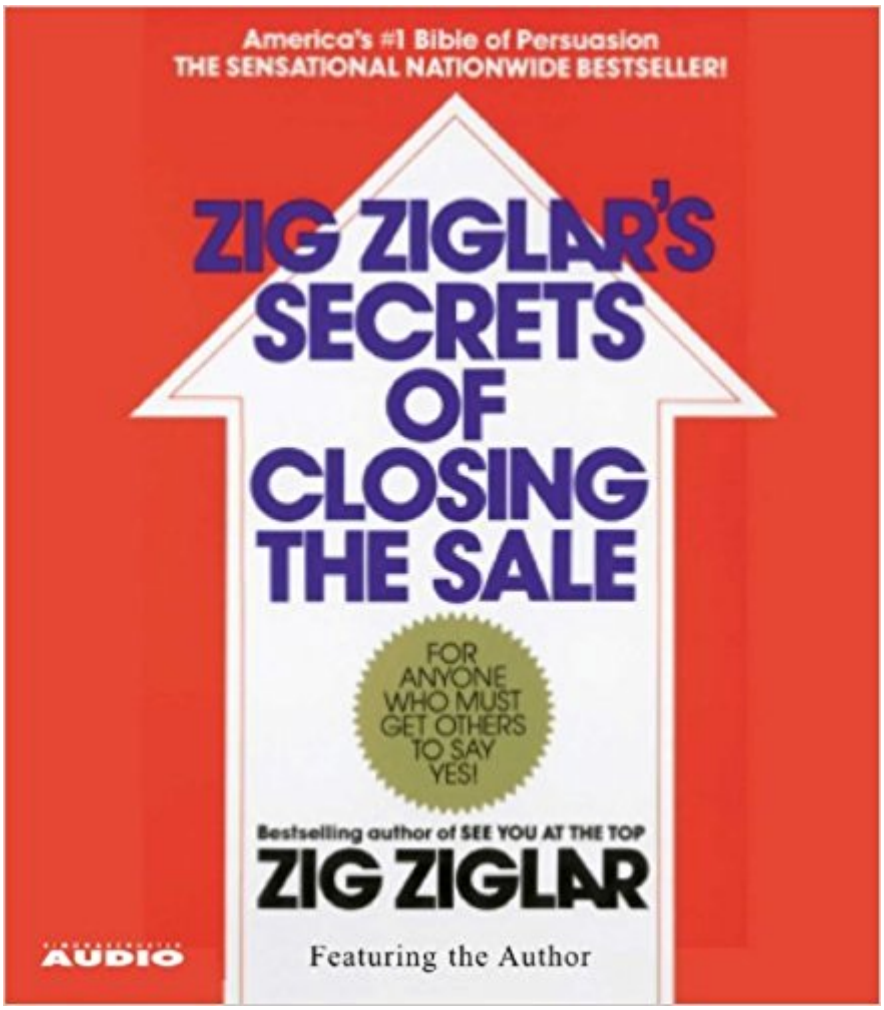
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The Secrets Of Closing The Sale



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Synopsis

MAKE ’EM SAY YES All of us are involved in selling every day. Whenever we present a product or a principle, inform a client, or instruct a child, we are engaging in the art of effective persuasion. Allow America’s master of the art of selling explain proven, practical sales techniques all of us can use every day. He provides vital strategies for specific closes, hundred of sales questions, and dozens of persuasion procedures to help everyone sell their ideas, or themselves. No matter what your age, gender, occupation, or lifestyle, these proven techniques from America’s selling sensation can work for you.

Book Information

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"He will undoubtedly go down in history as the humber one salesman of our time!’ —Mary Kay Ash, Founder and President, Mary Kay Cosmetics"I recommend this book to anyone who needs to learn the sill of persuasion—and don’t we all!’ —Robert H. Schuller, Founder and Pastor, Crystal Cathedral, Garden Grove, California"Will upgrade the performance of salespeople and non-salespeople all over the world!’ —Og Mandino, bestelling author of The Greatest Salesman in the World"In the past 36 years I have read over 100 self-help books for salespeople. Most of them are written by theoreticians who have never paid their dues in face-to-face selling. Zig’s book excites me because every idea presented has been tested in the field by Zig or another master salesperson. A salesperson who doesn’t own this book is underprivileged!" —D. John Hammond, American Motivational Association --This text refers to the Audible Audio Edition edition.

Zig Ziglar has motivated the sales forces of multi-national corporations, as well as the thousands of individuals who have attended his seminars and read his books. He is the president of the Zig Ziglar Corporation and the author of the bestsellers Secrets of Closing the Sale, Success and the Self-Image, 5 Steps to Successful Selling, How to be a Winner, and How to Get What You Want.Zig Ziglar has motivated the sales forces of multi-national corporations, as well as the thousands of individuals who have attended his seminars and read his books. He is the president of the Zig Ziglar Corporation and the author of the bestsellers Secrets of Closing the Sale, Success and the Self-Image, 5 Steps to Successful Selling, How to be a Winner, and How to Get What You Want.

I strongly believe this book can make most people a better salesperson, especially the ones that, like me, was not born a salesperson. The book expects that you represent a company you believe in and that you assume the customer far better off with your products than without.A long list of closing tactics are revealed, which gives the trainee a palette of options to choose from when we are out spreading the word, helping others to our goods and services. If only we could bring the book to meetingsÃƒÂ¢Ã â ¬Ã Â¦More important than the closing tips are the thoroughly discussed key principles of sales, which are also listed at the end. This gives the reader a throughout understanding of the trade - and for what to practice. From my understanding of the field, the most central here is to be enthusiastic about the products, ask questions, listen and be sincere towards the prospect.The biggest obstacle to the book is its length and that it seems somewhat repeating at times. This repetition might be a useful learning exercise, but had the book been shorter I would rather have read it twice. There is also quite frequent references to religious topics which might be partially relevant but which in my opinion does not belong in the book. At the end, increased use of parenthesis are cluttering the text and the writing ends up a somewhat clumsy.

Let me just say this guy is a really wonderful story teller and his writing is so enjoyable. I consider Zig and the red head dear friends. Because that’s how Zig makes you feel, the whole way. This book is just jam packed with story after story, and that really makes all the lessons easy to remember for a long time. This man definitely had a gift, and this book is a gift. You get done reading one story and you look forward to the next story. And the cool thing is it’s just his life! :)

I ordered this book on 1 April 2016. Because of work (non-sales) and other obligations, I recently finished reading the book.I bought the original book I wanted pure advice without revisions. The book is an amazing read. I look forward to my 2nd and 3rd reviews. Do not feel like you have to rush

through this book. Although the advice is given through narrative, it is first and foremost a reference book. Place it on your bookshelf next toÃ Â How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets.

We are using this book as the basis for weekly training meetings for our staff. Solid advice in an easy to read and easy to understand format. Mr. Ziglar has captured the essence of professional salesmanship based on integrity and truthfulness. We assign a chapter a week then discuss the chapter in our weekly meetings. His approach to selling, his ideas and closing techniques are fundamentally sound and our people are understanding and absorbing the information and taking it into the field with them, The only nit I would pick with the book is that Mr. Ziglar's career was in the 1950's-1960's and a few of the ways he approaches clients' objections can be a little dated. Take those with a grain of salt and the rest of the book is excellent.

This book is perfect for everyone. It is funny, entertaining, motivating, and enjoyable.This book is ideal for people at all stages of their careers.I bought this before starting my 1st job in sales in my early 20s..... Using what I learned, I became both the top grossing and the most profitable sales person in the B2B Sales company.My sales kept a Company of 48 people going for many years.This book reminds us that "sales" is the oldest profession. Even teachers and parents need to learn the myriad of approaches to sell kids on the idea of learning!I have owned my companies for many years, and I have bought this book in order to re-learn many of the lessons and techniques that I originally learned, internalized, and incorporated into an exceptional sales career.Now although I have been blessed to be on the Board of Directors of a Media Company, I find myself needing to review these timeless gems.

Any professional worth their salt realizes that they are in sales. Selling themselves if nothing else. And anyone who is in sales needs to read this book. Zig Ziglar was an amazing speaker and a very entertaining and informative writer. This book is no exception. Taking the reader through dozens of closes and hundreds of questions in his well known and folksy style, Ziglar entertains and informs the sales pro of the tips and techniques to be a success as a salesperson, and to be a good person as well.Always emphasizing the honest sale and understanding the psychology of both the salesperson and the prospect, Ziglar portrays the sales pro as a consummate problem solver and the profession as one of ultimate integrity and honor.Every professional, regardless of what you believe, is a sales professional. And every sales professional should read this book (and any other

book or audio program by Ziglar) to master their chosen profession.

Zig Ziglar hit a home run with this book on selling. He gives so much information on the art of sales from his trial and error. I mean, who wouldn't want to invest in this book to save time from making the same mistakes that Zig made? I highly recommend this book and I will be reading it over and over again.By the way, I just have to say that is so fantastic. There was a discrepancy with the shipping address for this and 2 other books that I was to receive. re-shipped the books to me, at no additional cost, and they arrived the next day because of overnight shipping. They were so considerate and took care of me. I am a VERY satisfied customer!

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