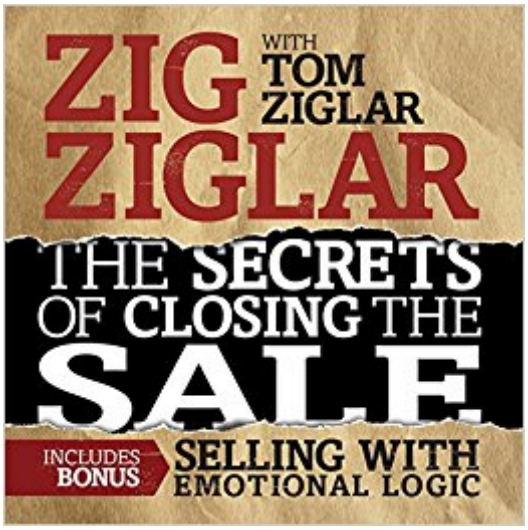
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The Secrets Of Closing The Sale: BONUS: Selling With Emotional Logic



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Synopsis

Zig shares tips and techniques from his vast wealth of sales experience. His insights will prove to you over and over why this is the definitive how to sales program. This powerful series of twelve timeless sales sessions will help you close more sales today as you build a career for tomorrow! Whether you're a seasoned sales veteran or just now beginning your first sales position, Secrets Of Closing The Sale provides you with practical advice and effective questioning techniques that you can use to transform prospects into clients. Learn step by step over 100 specific closes and over 700 questions that lead the prospect to the decision table.In this newly updated recording, not only will you get to hear timeless lessons on closing the sale from Zig Ziglar that have helped hundreds of thousands of salespeople for more than a generation, but you will hear Zig's son, Tom Ziglar, discuss how these ideas are even more relevant in 2015. Tom is the president of Ziglar Training Corporation, the author of the newly released book Live to Win, and a successful platform speaker in his own right. You'll Learn:The ABC's of ClosingProfessional Persuasion and Common Sense Selling Buyer-Based Closing TechniquesVoice Training for Effective PresentationsHonesty and Empathy for Sales Success ... the basicsEmpathy, Sympathy and Self-image In SellingUsing Word Pictures To Sell Objections: A Salesman's Best FriendAsking Questions To Close The Sale ... the basicsPositive Projection For Closing More SalesAnd much more!PLUS A BONUS RECORDING: *How to use emotional logic in the selling process to increase your closing ratio.

Book Information

Audio CD

Publisher: Your Coach In A Box; Unabridged edition (October 18, 2016)

Language: English

ISBN-10: 1469096242

ISBN-13: 978-1469096247

Product Dimensions: 5.2 x 1.5 x 5.8 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 313 customer reviews

Best Sellers Rank: #487,312 in Books (See Top 100 in Books) #18 inÃ Â Books > Books on CD > Business > Sales #39 inÃ Â Books > Books on CD > Business > Personal Finance #123 inÃ Â Books > Books on CD > Business > Management

Customer Reviews

What is the best way to persuade someone to take action? Do our customers, clients, or patients

believe that we are looking out for their best interests? These are just a couple of questions that successful professionals need to ask every day. Full of entertaining stories and real-life illustrations, Secrets of Closing the Sale will give you the strategies and guidelines you need to become proficient in the art of effective persuasion. You will learn how to:- project warmth, enthusiasm, and integrity - effectively use over one hundred creative closes - increase productivity and professionalism- overcome the basic reasons people will not buy- deal respectfully with challenging prospectsZig Ziglar's principles of success are easy to understand and apply, yet they have a far-reaching impact. By using his proven methods, you will be able to face your prospects with enthusiasm and confidence."To call Zig Ziglar a 'super salesman' is an understatement. This work is a compilation of everything he knows about the art of selling. It's worthwhile reading."-Richard M. DeVos, cofounder of Amway, owner and chairman, NBA Orlando Magic"I dove into as many of Ziglar's tapes and books as I could to develop my abilities. Within a few years, I was breaking every sales record imaginable."-Linda Burzynski, Computer Moms International"This book will arm you with all the tools necessary to become an extraordinary salesperson. You'll grow professionally and personally."-Nido R. Qubein, chairman, Great Harvest Bread Co."Zig is an example to follow."-John C. Maxwell, founder of the INJOY Group --This text refers to an out of print or unavailable edition of this title.

Zig Ziglar: a talented author and speaker, he traveled over five million miles and worked with clients and corporations of all sizes, from Fortune 500 companies to churches, schools, and non-profit associations. He wrote twenty-five books on personal growth, leadership, sales, faith, and success, nine of which have been bestsellers.

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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