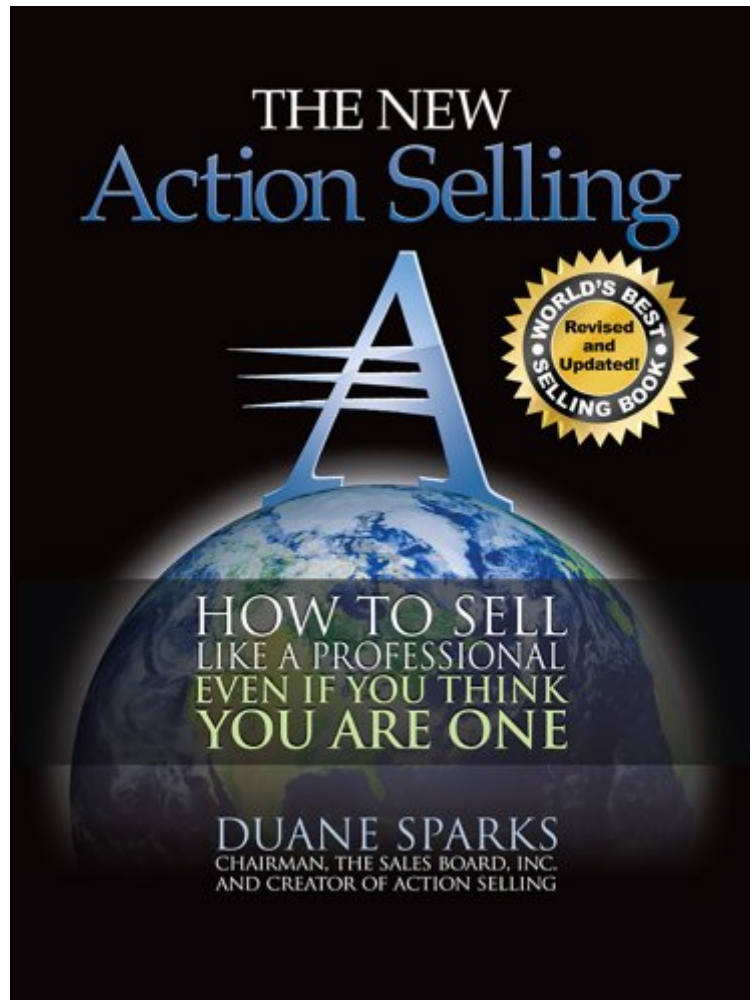


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# The New Action Selling



## Synopsis

"Action Selling: How to Sell Like a Professional, Even if You Think You Are One" is the first book in the Action Selling Book Series. Told in a unique story format, 'Action Selling' presents a proven system for managing and conducting the entire sales process - one that applies to any industry and dramatically improves the performance of salespeople with any level of experience. Best part: It does this in 105 pages. Learn A Selling System That Will Change Your Career Change the way you sell. See results quickly. This book has transformed more than 100,000 readers into better salespeople who sell more and earn more. A simple selling process that focuses on the Five Critical Selling Skills. The New Action Selling is an enjoyable read in a conversational style. Readers learn:- Ways to get into the buyer's head and anticipate what they are looking for- Everything from planning effective sales calls through gaining commitment and building long-term loyalty- How to apply these lessons and watch your commission checks grow The Aberdeen Group 2011 research of sales training offers proof that users of Action Selling will achieve quota more frequently, increase deal size, retain more customers, and reduce sell cycle times.

## Book Information

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## Customer Reviews

Have read several sales books and this one is the quickest to read as well as the most efficient ( i.e. most info in fewer pages). Also appreciate the fact that this method focuses on building relationships, not just on making a quick buck off customers.

Action Selling was given to me by my supervisor. I never really looked at my job as a salesman before but everything I learned from this book is going to help me immensely in my job.

One of the better sales books I've read. Focuses on real world problems and scenarios. A fast, easy, and useful read.

Great ideas

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