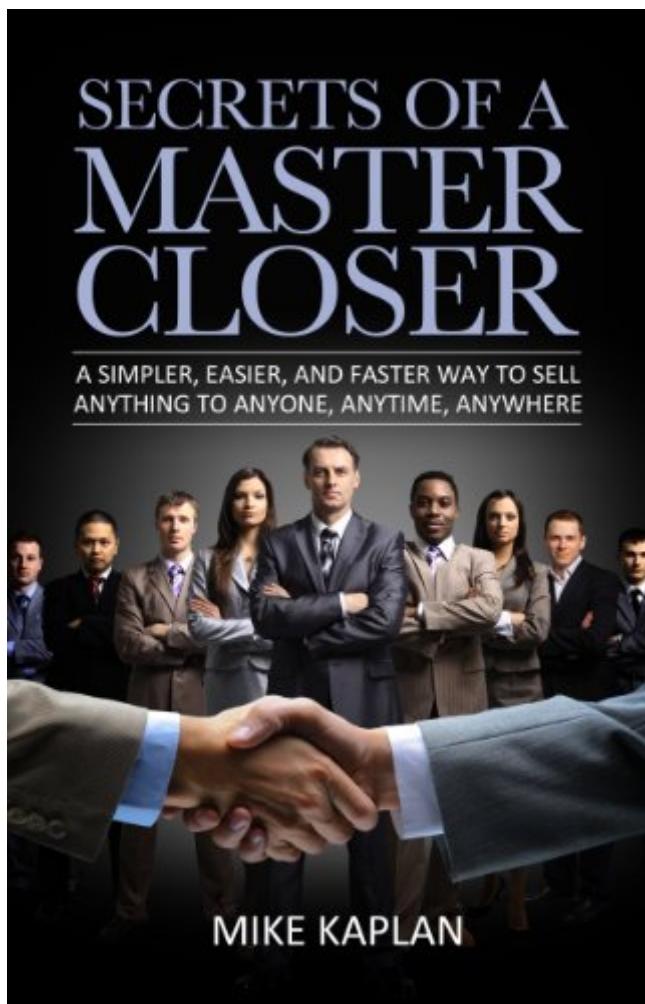


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Secrets Of A Master Closer: A Simpler, Easier, And Faster Way To Sell Anything To Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management)





Synopsis

If you want to know, step by step, how to sell and quickly, easily, and smoothly walk anyone from being a skeptical prospect to a happy customer that refers you friends, family, and colleagues...then you want to read this sales book. Here's the deal: At its core, selling isn't a patchwork of cheesy closing techniques, annoying high-pressure tactics, or gimmicky rebuttals. True salesmanship follows very specific laws, has very specific steps and stages, and leaves a customer feeling happy and helped. It's honest, respectful, enlightening, friendly, and done with real care. It's the type of selling that wins you not only customers, but fans. Not coincidentally, this is the type of selling that truly great salespeople have mastered. This is the type of selling that keeps pipelines full and moving, and that builds a strong, loyal customer base that continues to give back to you in the form of customer loyalty, reorders, and referrals. Well, that's what this book is all about. It will give you a crystal-clear picture of the exact steps that every sale must move through and why, and how to methodically take any prospect through each, and eventually to the close. And how to do it with integrity and pride. In this book, you'll learn things like...* The eight precise steps of every sale. Leave any out, and you will struggle. Use them all correctly, and you will be able to close unlimited sales.* The true purpose of the presentation and the crucial, often-missing steps that need to be taken first. If you're making the same presentation mistakes as most other salespeople, this chapter alone could double your sales.* How to easily discover which prospects can use and pay for your product/service, and which can't. Time is your most valuable commodity as a salesperson, and if wasted, it costs you money.* Learn how to smoothly create an abundance of closing opportunities, and know when to act on them and close. This is the hallmark of every master closer. Learn it, use it, and profit.* Why it's a myth that you need to know multiple ways to close deals. Learn this one, simple method, and you'll be able to use it to close all of your sales.* Simple formulas to turn any objection into a closing opportunity. Use them and never fear hearing a prospect's objection ever again.* And a whole lot more! This is more than a just a book, really. It's a step-by-step sales training course. Each chapter ends with precise exercises that will help you master each technique taught and each step of the sales process. If you are new to sales, make this book the first one you read, and you will greatly increase your chances for quick success. If you are a seasoned veteran and are looking for ways to improve your numbers, this book will help you make your sales goals a reality.

SPECIAL BONUS FOR READERS! With this book you'll also get a free "Road Map" from the author that lays out, in a PDF chart, every step and key principles taught in the book. Print it out and keep it handy because it makes for a great "cheat sheet" to use while selling, or just to refresh on what you've learned. Scroll up, click the "Buy" button now, learn the secrets of master closers, and use

them to sell more, sell easier, and sell faster!

Book Information

File Size: 1133 KB

Print Length: 198 pages

Simultaneous Device Usage: Unlimited

Publisher: Master Closers, Inc. (June 9, 2012)

Publication Date: June 9, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B00GP2BRN6

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

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Customer Reviews

Legendary Green Bay Packers coach Vince Lombardi was famous for his emphasis on basics (more on that later). Many others have also recognized and stressed basics and fundamentals to their great success and the success of their teams and organizations of all types, but that's not the important thing right now. What is important is YOUR success in sales. This book will make a huge difference to your sales productivity and results whether you're new to sales or are a seasoned veteran who has "seen and done it all". I'm the owner of a company that sells an extremely discretionary product--one that a customer can say "no" to without dramatically affecting their immediate future. Using the tools in this book, we drive past the reasons not to buy and close far more sales than we would if we were content to simply be "Presenters" rather than CLOSERS. (Buy and read the book to find out why this distinction is critically important.) The material in this book and the valuable principles it so clearly presents are now a cornerstone of our sales training

program. I couldn't recommend it highly enough. One of the biggest challenges in sales is collecting and sorting through the mounds of "tips" and other good advice that are so common in sales know-how. Mike Kaplan has done the work for us, collected the knowledge, sorted the wheat from the chaff, and put it into an approachable and easily-digested step-by-step process that will keep you on track and winning throughout your sales career. You will have a more focused understanding of the parts of selling and the relative importance of things like "know all of the benefits of your product" versus "get the client's head nodding in agreement" versus "be likable because people do business with those they like".

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