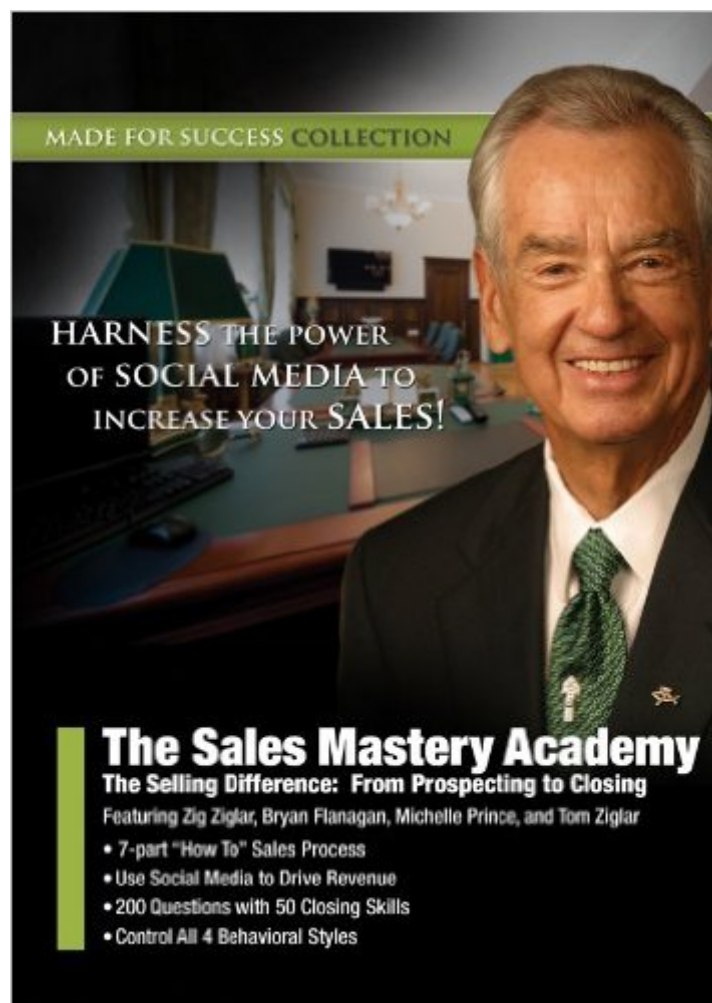


The book was found

The Sales Mastery Academy: The Selling Difference - From Prospecting To Closing (Made For Success Collection) (Made For Success Collections)



Synopsis

Includes 1 bonus PDF workbook! Learn to harness the power of social media to increase your sales! This multi-session audio program is designed to prepare a sales professional to move to the next level of success in this evolving profession. Rapid technological changes in the workplace have created new demands for sales professionals. Now that the world is flat from a sales territory viewpoint, cross cultural negotiation abilities have created a need for a new skill set in the world of selling. The Sales Mastery Academy has the answers, including sales prospecting skills, negotiation techniques, foolproof closing methods from the Master Closer, overcoming objections with the LQET formula, and of course, how to get and stay motivated. The concepts and skills outlined by three of the most sought after experts in their field will enable you to arrive with confidence and comfort. In this nine-part audio is a proven step-by-step process to guide you through the evolution of the sales profession. Learn how to set and achieve your goals with Zig Ziglar's unique seven-step goal attainment procedure, and learn the fundamental skills to meeting the changes with prospects and customers. In many cases, the sales cycle is longer and there are more people and departments involved in decision making. Learn how to turn any product into a "solution." Our customers, the economy, corporate profits, and social responsibilities are changing. How are you responding to these changes? Get equipped to compete and win more deals.

Book Information

Series: Made for Success Collections

Audio CD

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Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #904,110 in Books (See Top 100 in Books) #51 in [Books > Books on CD >](#)

[Business > Sales](#) #88 in [Books > Books on CD > Business > Investing](#) #648 in [Books > Books on CD > Business > General](#)

Customer Reviews

We purchased this to share with our sales people in our small flooring business. My husband had studied Zig Ziglar's sales methods years ago and found his methods to be very good for relationship selling. We have downloaded the CDs to our sales staffs' computers to listen to along with the workbook (printed from the CDs) during their work day.

Though I've heard many of his anecdotes before, I thoroughly enjoyed this series. It comes with a printable workbook which helps follow his concepts and allows you to take notes for review.

Great collection I will listen to over and over. A lot of expertise is represented in this collection. Closing techniques are especially useful in overcoming obstacles to the sale.

Zig is great I've been listening to him on discs and tapes since the early 80s. If you're in sales or want to be, he should be in your list. Buy the sets of Zig Ziglar, you'll want to listen over and over

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