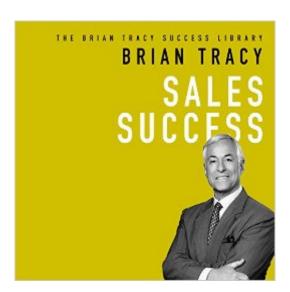
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# Sales Success: The Brian Tracy Success Library





# **Synopsis**

Eighty percent of all sales are made by just twenty percent of sales people. What's surprising to discover is that those top professionals perform only a bit better than their peers in certain critical areas. By excelling in these capabilities, you can earn money faster, have more success, and gain greater career satisfaction than you ever thought possible. In this most informative guide, sales trainer extraordinaire Brian Tracy reveals how anyone can get that winning edge. He shares 21 tried-and-true techniques to: Set clear goals--and achieve them: Develop a sense of urgency and make every minute countStay motivatedKnow your products inside and outAnalyze your competitionIdentify competitive advantagesDevelop your sales strategyFind and quickly qualify prospectsCreate rapport early and build trustUnderstand the three keys to persuasionMaster the elements of an effective presentationUse the power of suggestionEstablish 'megacredibility'Overcome the six major objectionsAsk for actionAdvance your career by following upPacked with proven strategies and priceless insights, this informative audiobook will help you take your sales game to unprecedented new heights.

## **Book Information**

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### Customer Reviews

Another hit from the Tracy Success LibraryThis book is the latest addition to the Tracy Success Library. I have found all of these books very valuable and this one is no different. In fact this small volume would make an excellent addition to any sales personâ ™s library. In only a little over 100 pages Tracy hits just about everything you need to succeed in sales.He covers all phases of

successful selling from developing an ideal customer profile, to prospecting to cold calling to making the first sales call to the sales pitch to closing the sales to keeping the customer once you have made the sale. Itâ TMs all here in 21 easy to read and understand short chapters. Tracy gets right to the point which is what I really like about reading his books. He doesnâ TMt feel the need to pad his pages by saying the same thing five different ways. He just gets right to the point. Chapter seventeen which is about closing the sale has the best advice lâ TMve seen yet about doing just that. In fact I can picture any of us reviewing this chapter in the car before going into visit that customer with your goal being to close that big order. He list five closing questions to pose to your customer on your way to making the sale. The Preference Close: â ceWhich if these two choices do you prefer?â The Invitational Close: â ceI invite you to try it out for a week.â The Directive Close: â ceOkay then the next step isâ |â The Authoritative Close: â ceJust sign here and lâ TMI take care of the details.â The Secondary Close: â ceWhen would you like to take delivery?â So if you are in sales you need this book. If you know someone in sales they need this book. It will be the best money youâ TMve spent on your career this year.

As usual the Brian Tracy books are awesome.

Probably the best and most astute writer in the field of business.

#### Good

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