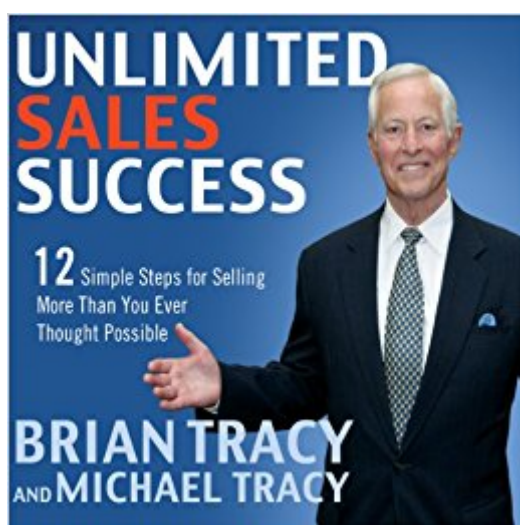


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# Unlimited Sales Success: 12 Simple Steps For Selling More Than You Ever Thought Possible (Your Coach In A Box)



## Synopsis

If there were a single great "secret" to being an elite sales professional, surely one of the millions of attendees of Brian Tracy's sales seminars would have spilled the beans by now. There isn't a secret. But there is a set of consistently successful selling techniques that most companies don't teach their salespeople, and which most entrepreneurs and independent sales pros think they don't have time to learn. Based on more than 40 years of selling experience in virtually all product categories and market conditions, *Unlimited Sales Success* shows that these proven sales skills are learnable by anyone. Highlighting practical, time-tested principles including: The psychology of selling: your own mindset is just as important as your customer's Personal sales planning and time management: whether you work for yourself or some- one else, great planning equals great success Prospecting power: get more and better appointments Consultative and relationship selling: position yourself as a partner with the account Identifying needs accurately: you'll know how to arouse their interest and overcome objections Influencing customer behavior: learn what triggers quick buying decisions Closing the sale: the five best methods ever discovered *Unlimited Sales Success* is loaded with eye-opening facts and exercises, peppered with stories of great selling techniques in action, and organized into a use-it-now approach that will help you become a top sales professional, starting today.

## Book Information

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## Customer Reviews

"I love, love, love Brian Tracy...This book does a great job of addressing most of the issues involved

with sales for someone just entering the profession." --Blog Critics      "This is a book that every one in your business who has contact with customers should read." --Anna Jedrzewski, Retailing Insights      "Treasure-map guide" --an excellent new book by famous sales trainer Brian Tracy and his son, Michael Tracy. --Joyce Lain Kennedy, Syndicated Columnist, Tribune Media Services      "Tracy and Tracy condense the cream of proven sales principles and practices into a dozen results-focused chapters...Packed with revelations." --Leadership Examiner      "Brian Tracy not only talks the talk, he walks the talk, too" --Both Tracy authors are masters --Life Insurance Selling      "Read Brian Tracy's new book, twice! learn a host of new strategies and techniques to propel your sales success and results." --Eric Jacobson on Management      "For anyone who is anywhere in the sales industry, reading this book is not an option, it's a necessity." --In Business Greater Phoenix      "Unlimited Sales Success is the selling professional's bible of the most crucial, hard-won, powerful sales lessons ever learned." --New Equipment Digest      One of the Top Leadership Books of 2013 Eric Jacobson On Management and Leadership.com      "This book is the next best thing to have Tracy at your back coaching you along the way to success." --Portland Book Review      "In Unlimited Sales Success, Tracy condenses the best of what he has learned throughout his more than 40 years in sales into a source of information for salespeople." --InsuranceNewsNet      --This text refers to the Hardcover edition.

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sale: the five best methods ever discovered    And more    Unlimited Sales Success is loaded with eye-opening facts and exercises, peppered with stories of great selling techniques in action, and organized into a use-it-now approach that will help you become a top sales professional    •starting today.    --This text refers to the Hardcover edition.

This is another book by the great Brian Tracy (and his son Michael in this case) that everyone remotely involved with sales should read. Dealing with everything from how to select the right prospect to spend your valuable time with; to what to say when the customer wants to talk about your price; to closing techniques this book is a virtual sales primer. I was especially interested in the chapter getting your first-time customers to that second and third order which is in my opinion one of the greatest challenges sales people face today. One on chapter the Tracys talk about the “new model of selling” which is based first of all on creating trust which as they say is the glue that holds relationships together. Then on developing a completely understanding of what the person/company wants and needs this is critical. And finally the thirds part of the “new model of selling” which is properly presenting your products or services making sure to match them perfectly to your customers’ needs. As they say, “Like a hand in a glove, your solution should fit their expressed needs. The one part of the book I found very intriguing let’s say was the description of following the Japanese technique of jujutsu which means the “gentle art” or “flexible technique” for handling objections: “Do not use objectionable terms” “Anticipate and address objections: if they get used to you calling attention to points of contention they will let their guard down.” “Use the structure of your presentation while interlacing answers to common objections as you go along. The idea being to skip objections altogether whenever possible and go directly to the close of the sale. Very interesting indeed. There are action exercises at the end of each chapter that do a very good job of not only summarizes the chapter but asking questions designed to make the reader stop and reflect upon what she has just read. The section dealing with price objections is priceless. The authors provide a series of questions to ask the customer when he says that your price is too high. 1. Why do you say that? 2. Why do you feel that way? 3. Is price your only concern? By using these questions and then practicing the art of listening you will be able to take the customer through a process that will allow you to demonstrate the true value of your product over you competitors. Try it, I did and it works. Get this book it will serve you well.

I'm a massive Brian Tracy fan but this book was a real let down. Maybe it's my fault as I preordered the book without doing any research, but this book is just a rehash of his earlier work. Nothing new to mention, very disappointing. If you are new to Tracy then sure it's a great read but if you are a seasoned professional like myself then don't waste your money.

I still remember those old sales jobs I had. One was going door to door cold calling for people to switch their electric bill, and the other was with Vector, selling knives- on a strictly referral basis. While they both promised training, fast promotions, and "training-provided", they all boiled down to this...."follow the script". I learned few practical communication skills. This book was a game changer for me. It actually taught me real sales skills, that go beyond "follow the script", and the rubbish catch-all advice given to cold call novices of it being "a numbers game". The truth is, becoming great in sales goes far beyond memorization and calling on as many people. You need to learn how to actually discover people's needs, and meet them with your product. I would love to go to a Brian Tracy seminar, if he is still alive....

This book is the holy grail of sales! It taught me the basics of sales I never knew. It was like, "Oh, that's what I didn't do or did wrong in those situations." It has helped to prepare me for a future of success in sales. Thanks to Brian Tracy, his son and all who helped with this book.

I love the way Brian Tracy explains things, gives his background experience and encourages the listener (or reader). Definitely one of my favorite motivational speakers. I am new at sales and any help is great. Based on the conversations I've had with other sales professionals there is a lot of selling that they don't understand. It's interesting that there are so many sales professionals that haven't spent time finding out from the greats how to be a better sales person.

An amazing book with practical techniques that you can use in the modern day sales world immediately!

I love reading the works of Brian Tracey. This book has helped me increase my knowledge of selling better. It is well worth the price and it will give you many usable ideas.

Very good and help me a lot thanks Mr Brian

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