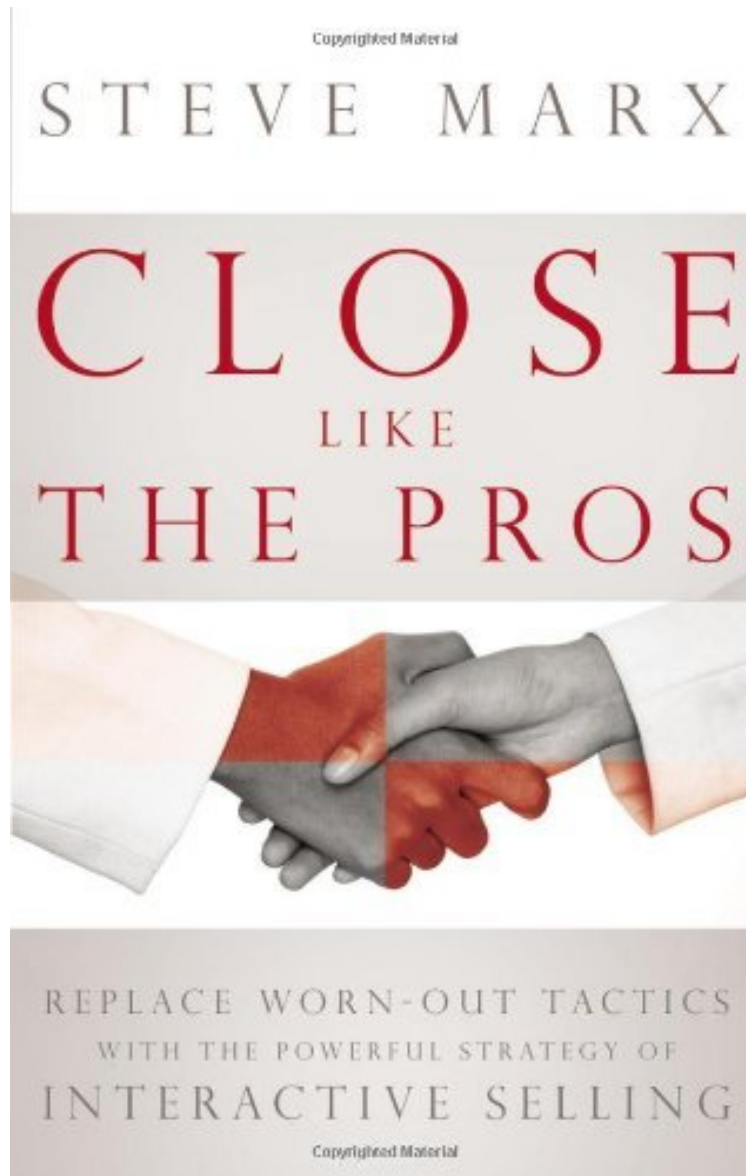


## Close Like the Pros

*Steve Marx*

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**Steve Marx : Close Like the Pros** before purchasing it in order to gage whether or not it would be worth my time, and all praised Close Like the Pros:

0 of 0 people found the following review helpful. Brilliant!!By CustomerI love this book because it is an intelligent approach to sales. It avoids the cliches and the standard motivational jargon and gets right to the point with excellent examples. What I love is that it is in my comfort zone. It does not tell me to make a hundred cold calls and persist. Rather, it instructs us on how to keep our potential customers engaged. It gives them ownership so that when the sale

happens, it has been progressive. And, both the sales person and the customer experience the rewards of closing. It is unlike any other sales book I have read and I have recommended it to many of my associates. 0 of 0 people found the following review helpful. Forget what you've learned about selling. By BC Cloutier Steve Marx, one of America's foremost sales trainers, once again turns conventional wisdom on its ear with "Close Like the Pros." Notably lacking in tired cliches and trite homilies, the book focuses on how salespeople can make things happen in an age when customers are hands-on participants in the sales process. The book is an easy read that encourages the reader to think about the traditional sales process and why it is no longer effective. Marx has effectively created a desk reference for sales pros that provides innovative solutions to long-standing challenges. On the other hand, if you're searching for the next "silver bullet" that will help you "slam dunk" your next sale, you'll find nothing of the sort in "Close Like the Pros." This is a sales book for professional salespeople who realize that change is the only constant in the game. 0 of 0 people found the following review helpful. Pretty good book that gives some great examples in business. By wwilder1969 Pretty good book that gives some great examples in business. Some topics are not new, but there are some counterpoints that are very valuable. If you sell complex solutions to clients, this is a good "refresher" book as it will cause you to pause and think. We all need a refresher course every so often. Worth owning.

The time pressures today on salespeople and clients are out of control. Sellers react in two ways that undermine their effectiveness. In a misguided effort to save their prospects' time, salespeople take on more of the work, shoulder more of the burden themselves. And they turn proposals around with lightning speed, delivering the complete package on the second call. That's handoff selling. The salesperson does all of her work first, hands off the proposal to the prospect as if it were a baton in a relay race, and then the prospect begins his work, the detailed consideration of this and other proposals. That's not how the pros close! Author Steve Marx reveals how the most accomplished professionals actually do big deals and create long-lasting client relationships. They merge selling and buying into a single process--interactive selling. It's a process anyone can learn and any company can adopt. Close Like The Pros is not another re-hash of sales basics--the basics in this book are the ones missing from every other book on the shelf. Close Like the Pros : \*Is targeted at business-to-business salespeople who sell tailored solutions and seek long-term relationships--and to anyone who has a Big Idea to sell in the workplace.\* Weans salespeople from the dangerous fiction of the two-call close, which causes them to lose control, lose influence, and lose business.\* Gives salespeople the tools they need to activate the buying process as soon as the selling process begins--and to keep the selling process alive until the decision is ready.\* Shows salespeople how to invest more time with prospects likely to buy and less with those who aren't.\* Changes the language of selling, introducing the reader to real-life practices including half-baked ideas, homework assignments, molehill decisions, trial balloons, and more. With interactive selling, the prospect helps improve the proposal, and the proposal helps improve the prospect! It's 21st century high-engagement selling and buying. For more information and a free download of Chapter 1--and to take a free self-assessment of whether you're already an interactive salesperson--visit [InteractiveSelling.com](http://InteractiveSelling.com).

"This book is long overdue! Anyone can add these interactive selling practices and truly start closing like the pros... highly engaged clients, bigger deals, and repeat business." -- Dr. Tony Alessandra  
From the Back Cover  
Praise for Close Like the Pros: "The reason I'm endorsing this book is because it presents an alternative to a losing strategy--giving a proposal and begging or waiting for a response. Presented here is a fresh look at what you can do to collaborate and partner with prospective customers rather than bid against your competitor. You're already losing millions of dollars in unaccepted proposals. Why don't you invest your lunch money in this book? The answers will not only startle you, they will help you."--Jeffrey Gitomer, author of The Little Red Book of Selling  
"This stuff just flat works. There's no trickery, no fancy two-step. Interactive Selling respects the client and involves the client. Salespeople at our 23 television stations are building profitable long-term relationships doing business this way. You will, too."--Jim Zimmerman, CEO, Media General Broadcast Group  
"Today, every organization is complex with lots of cooks stirring the broth. To make deals happen, we needed to herd the cats at both Yahoo! and our clients toward consensus. Steve Marx taught me, and this book will teach you, how to reach the Big Yes by earning yes after yes for all the pieces, parts, and people."--Jon Schwartz, former VP International Sales, Yahoo! Inc.  
"Marx has amazing insights--and rare common sense--about the collaborative-selling process. He clearly and quickly articulates smart selling practices you can put into action tomorrow morning. For high-performance professionals, this is the definitive work on customer engagement."--Patrick Sbarra, President, New Creature, Inc., Bentonville, AR  
"Read this book the first time and it will change the way you look at the sales process forever. Keep this book at your desk for easy reference and watch your sales skyrocket."--Mark Wiskup, author of Presentation SOS--From Perspiration to Persuasion in 9 Easy Steps and The IT Factor--Be the One People Like, Listen to, and Remember  
"This book is long overdue! Closing--redefined for the 21st century. Anyone can add these interactive selling practices and truly start closing like the pros... highly engaged clients, bigger deals, more repeat business."--Dr. Tony Alessandra, author of Collaborative Selling and The Platinum Rule  
"I wish this book had been available when I started my selling career! Close Like the Pros sees selling a whole new way, and pushes our profession forward--way

forward. Interactive Selling has been instrumental in raising the performance of our 300 salespeople, and it can do the same for your sales staff."--John Hayes, President, Corus Radio Canada

About the Author Steve Marx founded the Center for Sales Strategy (CSS) in 1983 and has built it into the electronic media's preeminent sales and management consulting and training organization worldwide. CSS client firms--including Comcast, Time Warner, Cox, and Media General--outperform their respective market benchmarks and achieve sales revenues that make most of them market leaders by a wide margin. Marx coauthored the top-selling title in the history of the National Association of Broadcasters' Publications Department: *Radio Advertising's Missing Ingredient!: The Optimum Effective Scheduling System*, which was originally published in 1990 and went into a second edition and four printings. Marx and his wife live in Tampa, Florida. They have two grown children.