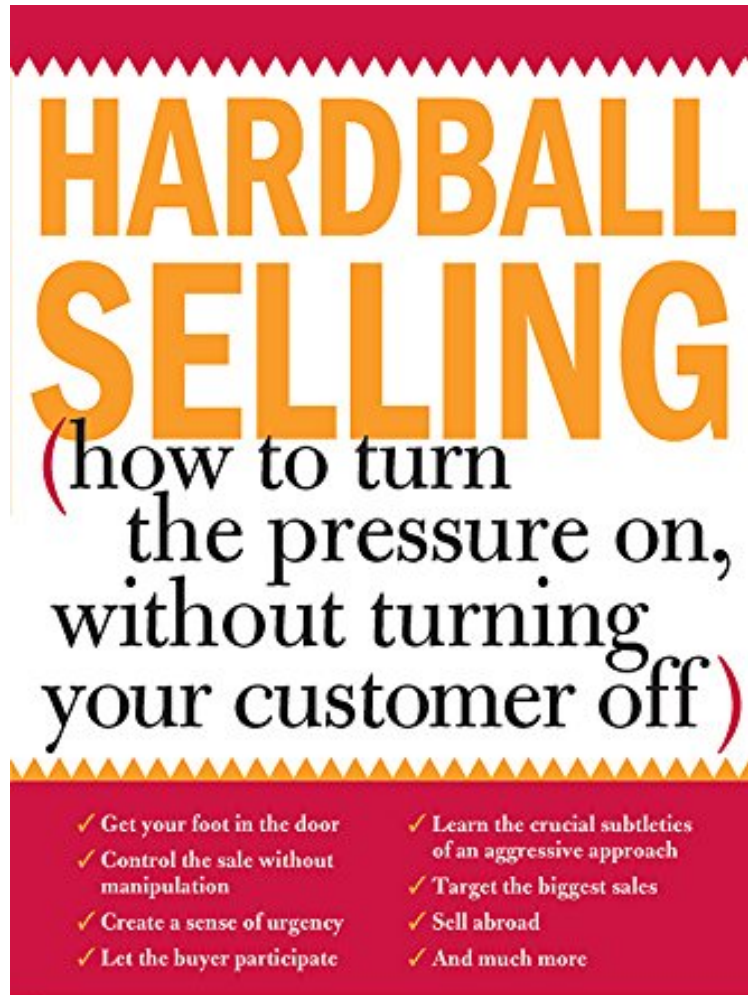


Hardball Selling: How to Turn the Pressure on, without Turning Your Customer Off

Robert L Shook

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pressure to help them move forward with you or part as friends. The best sales training material I have ever used, period. 1 of 1 people found the following review helpful. Direct and to the point. By Roger Abbott Mr Shook gives great word for word examples of what to say and how to say them. This book also teaches you how to conduct yourself so people take you as a serious salesperson wanting results not excuses or stalled buying habits. This book was recommended to me by a President of a large securities firm before I started working for him. I have a reinforced confidence in my approach to prospects and new clients and I no longer second guess if I'm being rude in my way of presenting an idea or a sales pitch. If you haven't found the balance between being a skilled presenter or a mediocre producer this book will push you over the hump. I highly recommend this book for sales staff in any industry! By Roger Abbott grab the world now.net 1 of 1 people found the following review helpful. Techniques That Work! By MJ Whyte This book helped me "hone" a few skills. I've been in professional sales/consulting for ten years and just putting a few of these into use right after reading them, boosted my ability to get better answers from prospects. The rep in my company who recommended it to me was right on point!

Straightforward secrets and strategies for salespeople who want to join the winning top 5 percent of the sales force Get your foot in the door Control the sale without manipulation Create a sense of urgency Let the buyer participate Learn the crucial subtleties of an aggressive approach Target the biggest sales Sell abroad And much more For many companies, 20 percent of their sales force generates 80 percent of their sales volume. In this hands-on guide, Robert L. Shook, a master salesman, teaches the high-pressure strategies that mean the difference between a super seller and a salesperson. The methods spelled out in this book describe what it takes to be in the elite 5 percent. In *Hardball Selling*, Shook inspires all salespeople to dare to be different and master hard selling without browbeating or offending customers. Shook spent 17 years in the trenches perfecting his successful strategies. Using the four basic principles of hardball selling, he guides you through all the steps, from getting past the "gatekeeper" to the single-minded tactics necessary to close a sale. "Shook's *Hardball Selling* is provocative and controversial—and filled with wonderful selling tips. I highly recommend it to every salesperson." —Martin D. Shafiroff, the world's No. 1 stockbroker

From Library Journal Shook has 17 years of sales experience under his belt and has written 23 business books. He is not a modest writer, and this is not a modest book. He says that, if followed, the high-pressure strategies in this book will make an average salesperson a super salesperson. He gives examples of top sales people who exemplify his "hardball" philosophy. The author offers four basic principles and outlines how each has worked for him and others. A chatty and amusing primer on selling, this is appropriate for large public library collections. —Richard Drezen, Merrill Lynch Capital Markets Lib., New York Copyright 1990 Reed Business Information, Inc. "Not just another book on selling technique... *Hardball Selling* is long overdue and destined to be a classic." About the Author Robert L. Shook is the author or coauthor of 25 books including *The IBM Way with Buck Rodgers*, Vice-President of Marketing at IBM. Shook has also written *The Perfect Sales Presentation* and *Successful Telephone Selling* in the 90s. He lives in Columbus, Ohio.