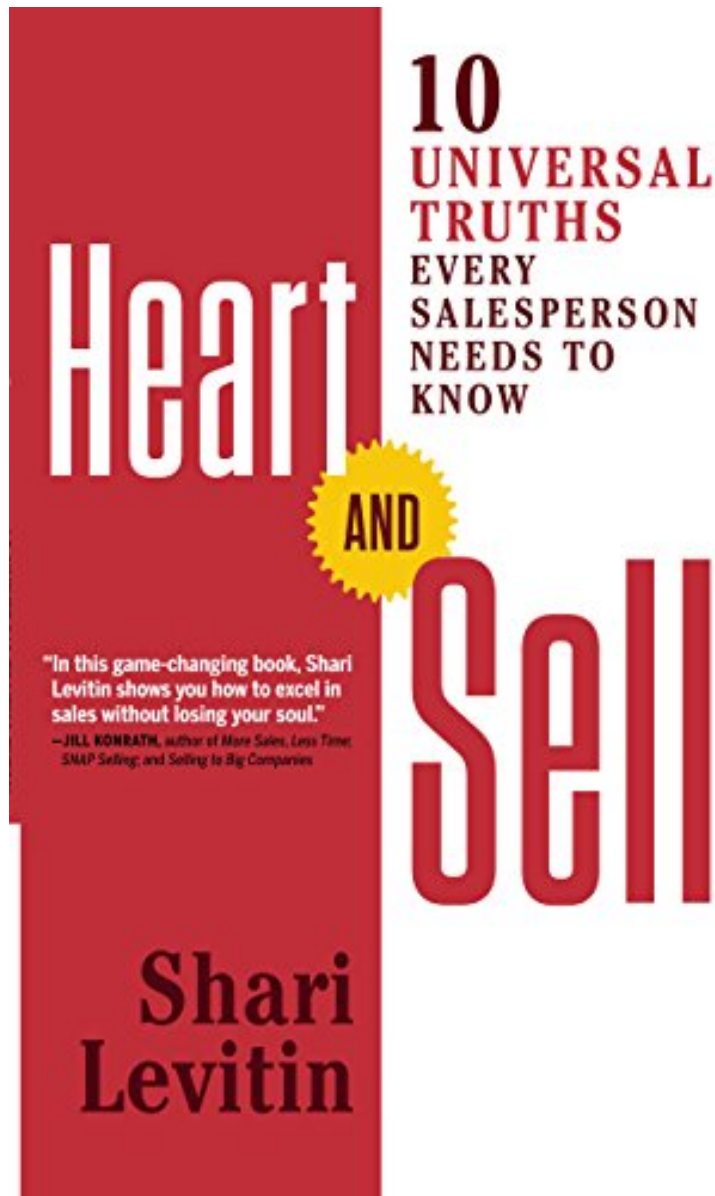


Heart and Sell

Shari Levitin

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Shari Levitin : Heart and Sell before purchasing it in order to gauge whether or not it would be worth my time, and all praised Heart and Sell:

1 of 1 people found the following review helpful. Such a fantastic read!By valerieThe principles shared in Heart and Sell are not only profoundly wise but ones that can be applied to every facet of our lives and relationships, both personally and professionally. I loved the entertaining and powerful stories that were made even more impactful by Shari's courage to share her vulnerability and many life lessons. Connecting with other people is more challenging

than maybe ever before but this book provides the insight, the path to and the reasons why authentic human connection is so critical to sales success but also in our personal success with everyday life. 0 of 0 people found the following review helpful. INCREDIBLE...By Laura F.No other sales book (and I have read A LOT) has influenced me as significantly as Heart and Sell. This book taught me how to get to the core of selling by building a true connection. By authentically caring about the client instead of asking the "right" questions. By taking responsibility and pursue growth rather than selling from "ego". By listening. There's SO MUCH MORE in this book that taught me how to connect through the heart to get the sale and I am a much better salesperson because of it. Thank you Shari. 0 of 0 people found the following review helpful. I didn't know I needed it until I read it. By David M Kurzynowski Are you in sales? What if you were the top sales person at your job? How would that make you feel? What would you do to get there? Once your there, what would you do with the extra money you would make by being the top sales person? I know what I'm doing with mine. Thank you Shari.

Are you making it difficult for your potential customers to buy from you? Today's buyers are overloaded and overwhelmed by too much information and suffering from decision fatigue. Across industries, customers are delaying purchasing decisions or even choosing to stick with the status quo so they can avoid the dreaded sales process. In response, many sales professionals are overcompensating with behaviors that are either too accommodating or that create high pressure and alienating potential buyers in the process. How can you reconcile your need to meet sales targets with the customer's desire for a heartfelt, authentic sales approach? Author Shari Levitin, creator of the Third-Level Selling system, offers a dynamic framework for effective selling in the Digital Age. Unlike other sales books that focus on abstract tips or techniques, Heart and Sell offers a science based real-world approach that will help you dramatically increase your sales, regardless of your level or industry. Discover the 7 Key Motivators that influence every decision your customer will make. Learn to align your sales process with how people buy, instead of fighting against it. Harness the power of the Linking Formula to create true urgency. Master the 10 Universal Truths so you can beat your sales quota without losing your soul. Understand the 6 Core Objections and how you can neutralize them. In a market where the right approach is key, Heart and Sell shows you how to blend the new science of selling with the heart of human connection to reach more prospects and consistently close more deals. By blending a wealth of intriguing stories, memorable quotes, and actionable ideas, Levitin's book aims for and hits the heart of the career sales professional. This must-read book shows you how to break the barriers that your prospects have erected and forge a long-term relationship based on respect, trust, and mutual value. Don't just read Heart and Sell, devour it! Eric Chester, acclaimed workforce development expert and best-selling author of On Fire At Work, Levitin hits the mark teaching the next generation of sales professionals. The Millennial generation, larger than Baby Boomers and three times the size of Generation X, are leading the charge against old school, high-pressured sales tactics. Heart and Sell couldn't have come at a better time. Shari Levitin masterfully blends the new science of selling with honesty, authenticity, and human connection. Want to increase sales and enhance your culture? Immerse yourself in Heart and Sell! Will Spendlove, vice president of product marketing, Salesforce, Heart and Sell bridges the gap between the new science of selling and the realities of today's highly informed and equally overwhelmed customer, who demands and deserves a more personal sales approach. Levitin's expertise is readily apparent in this read and expertly blends neuroscience, heart and humor to create a powerful resource for anyone who wishes for success in sales. Michael Brown, CEO, Hilton Grand Vacations, Levitin is an amazing speaker and author. Heart and Sell is filled with wit, wisdom, and humor. A MUST for anyone selling anything. Patricia Fripp, Past President National Speakers Association, CSP, CPAE Sales Presentation Trainer, Keynote Speaker, Executive Speech Coach

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just one of Levitin's universal truths, yours;ll have immediate success. So why not put all ten into action; and watch out! A tour de force for anyone interested in selling, serving, or living a more authentic life."Shep Hyken, New York Times best-selling author of *The Amazement Revolution*"Heart and Sell bridges the gap between the new science of selling and the realities of today's highly informed and equally overwhelmed customer, who demands and deserves a more personal sales approach. Levitin's expertise is readily apparent in this read and expertly blends neuroscience, heart and humor to create a powerful resource for anyone who wishes for success in sales."Michael Brown, CEO, Hilton Grand Vacations"Levitin hits the mark teaching the next generation of sales professionals."Glenn Seninger, group vice president, Oracle

About the Author Shari Levitin is recognized as a global expert in sales training and corporate sales strategies in over 48 countries and in seven languages. In 1990, she joined Marriott's Vacation Ownership division as a new, untrained salesperson. One year later, Levitin was named the top salesperson at her site and soon thereafter the top salesperson companywide. She is currently an adjunct professor at the University of Utah David Eccles School of Business teaching the first ever graduate sales course, "Pitch Perfect." In 1997, Levitin launched her own training company, Shari Levitin Group. Companies such as Hilton, Adobe, Hyatt, Sprint, Jaguar, RCI, Wyndham Worldwide, financial service groups, and countless individuals have attributed hundreds of millions of dollars of ROI to the unique Third-Level Selling. Shari Levitin's specialties include keynotes, presentation skills workshops, custom sales design, sales training, and sales strategies. To learn more, go to www.sharilevitin.com.