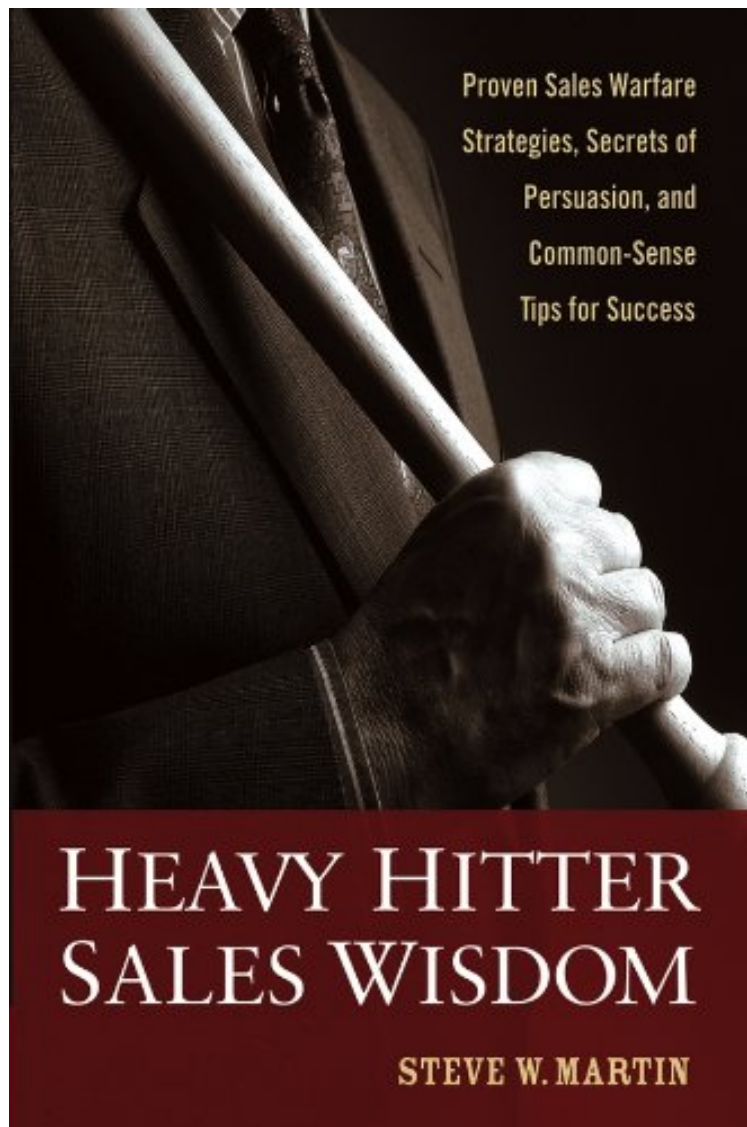


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## Heavy Hitter Sales Wisdom: Proven Sales Warfare Strategies, Secrets of Persuasion, and Common-Sense Tips for Success

*Steve W. Martin*

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my shelf. By THE MIGHTY QUINNI began reading Heavy Hitter Sales linguistics and thought this book would look good on my shelf. People would see Sales wisdom and would be impressed. Thinking I was getting a book with some quotes, cliches, and positive affirmations is always inspiring. Heavy hitter sales wisdom has been an eye opener, a revelation to the brain of this 30 year salesmen. I had been contemplating changing careers and was performing a self assessment the usual what color is your parachute routine. If you can get one thing out of any book or seminar that inspires that's great, but I connected with heavy hitter sales wisdom more so than even a Brian Tracy program. So I decided to go into sales after being in sales for 30 years with a plan....a battle plan. 4 of 4 people found the following review helpful. Wisdom of Great Leaders apply to Sales Field. Great work. By Cesar Dulong Steve Martin makes an excellent work in this book using war and great leaders how example that can be transposed to sales field. I agree completely with Steve about you must analyze and understand sales like a no bloody battle where you can use some tools of war in order to get better positioned to defeat your competitor. The message here is use the power of communication, better you communicate, better results you get. I can see this in my daily work where when you better communicate your message, better chances has to advance and win the sale. Steve has emphasized in great form about improving communication and aligning "word catalog" (more references in his preview book "Heavy Hitter Selling") with your customer and now with Heavy Hitter Wisdom, Steve deliver another excellent book where he explains in a very clear way how to apply war strategies and tactics to win the sales. Great work Steve!! 1 of 1 people found the following review helpful. Heavy Hitter Indeed! By Joseph P. Finn Many 'sales books' are sales 101. This one is not. If you have been at it for a while and would like to hear from a guy who has done the same -- this is the book. From a guy who really does not like to read -- I thoroughly enjoyed this book. Steve does a nice job comparing war strategies to sales -- and it works. Steve also brings in some great communicators and likens their strategies to selling. Again -- it works great for the business we are in -- selling, communicating, having conversations with people. Not a heavy read -- he makes his point and keeps moving along. You can tell as you turn the pages that this guy carried a bag. He has been there.

Praise for Heavy Hitter Sales Wisdom "Steve Martin takes a much-needed look at how successful executives read verbal and nonverbal messages, which allows them to quickly understand the subtext of their customers' minds. The best part is that the author shares effective strategies that put more fun into selling and more money into salespeople's pockets." —Gerhard Gschwandtner Founder and Publisher, Selling Power magazine "Steve Martin's interesting examination of great leaders in history and the parallels he draws between waging a war and waging a sales campaign should be required reading for enterprise salespeople." —Jay Fulcher, Chief Executive Officer, Agile Software "This powerful book provides real-world strategies you can use to increase sales immediately!" —Brian Tracy, President, Brian Tracy International, author, Getting Rich Your Own Way "Heavy Hitter Sales Wisdom goes beyond the traditional description of sales cycles to the heart of selling. It's about the emotional connection with the customer, but also the attack and destruction of the competition." —Olivier Helleboid, Vice President, Software Operations, Hewlett-Packard "Heavy Hitter Sales Wisdom provides field sales generals and sales soldiers with tons of strategy, persuasion techniques, and common-sense approaches to winning the hearts and minds of prospects. This book will add new weapons to your arsenal." —Tim Kelliher, Senior Vice President, Sales, DHL Global Mail