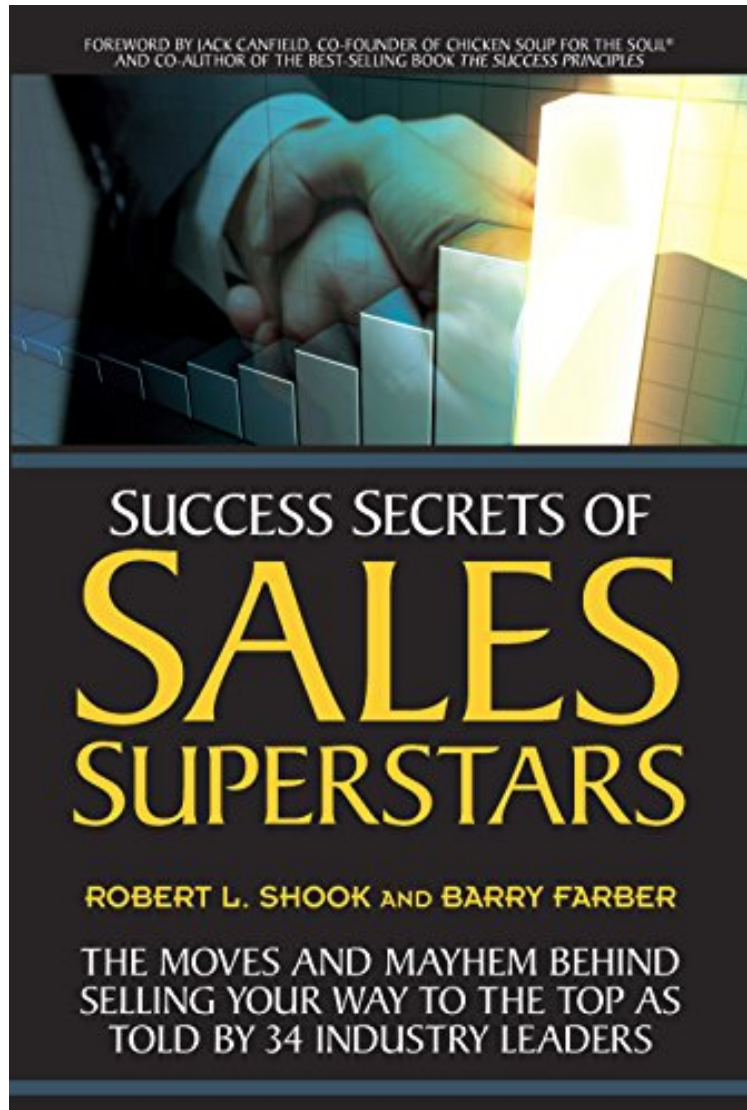


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## Success Secrets of Sales Superstars: The Moves and Mayhem Behind Selling Your Way to the Top as Told by 34 Industry Leaders

*Robert L. Shook, Barry Farber*  
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**Robert L. Shook, Barry Farber : Success Secrets of Sales Superstars: The Moves and Mayhem Behind Selling Your Way to the Top as Told by 34 Industry Leaders** before purchasing it in order to gage whether or not it would be worth my time, and all praised Success Secrets of Sales Superstars: The Moves and Mayhem Behind Selling Your Way to the Top as Told by 34 Industry Leaders:

0 of 0 people found the following review helpful. An important addition to the salesperson's arsenalBy AkisA great

book and a useful addition to any salesperson's or entrepreneurs library. I like that this book gathers short stories from many different industries, so you get an understanding of how all industries have various factors that affect the selling process. The book gives you amazing new insights and really triggers the salesperson's creative mind. I am only giving 4 stars because I felt that some stories were a bit predictable and they weren't all that relevant to selling. I would have preferred to see more stories specifically about selling products or services, and not generalistic terms such as 'selling to employees', selling to investors etc. 0 of 0 people found the following review helpful. A great Sales read By Deborah Somma Shook and Farber had a great idea and developed it fully. Each story was great and there were so many varied circumstances, anyone, no matter where they're from can find stories to relate to. I especially enjoyed Barry and Robert's personal sales stories at the end. I bought several copies and gave them out to great salespeople I know and so far everyone has loved it 0 of 0 people found the following review helpful. Five Stars By Tdolly It came in good condition.

Shook and Farber invite eager entrepreneurs to join 33 of today's business and sales best as they share the details behind their greatest sales moves and ultimately, impart valuable lessons on how to sell your way to success. Crafted to cover a variety of industries, products, and services, this entertaining playbook urges entrepreneurs to reinvent their sales approach, illustrating proven techniques, tips, and tricks in each story and summarizing the unique take-away offered by its teller. Entrepreneurs uncover such pearls as how to ignite creativity to overcome sales barriers, how to create long-term customers, and how to sell what the customer wants (hint: it's not always a product or service). Entrepreneurs also gain invaluable insight and encouragement as they turn from story to story, leaving the pages with lessons learned and the excitement of being privy to an exchange among the elite in their industry.

For more than two decades, Barry Farber has been bringing successful sales strategies to companies like mine. They all rely on two important elements: simplicity and creativity, and this book has both. Arthur Wagner, President and Co-Founder, Active International Farber and Shook use real-life success stories to demonstrate the best techniques to cut the clutter and strategically engage decision makers in a meaningful way to capture business. Their examples are ones every sales professional can execute and clearly show how thinking out of the box and really taking the time to understand your client's needs can make a world of difference in growing your business. Bonnie Habyan, Executive Vice President of Marketing, Arbor Commercial Mortgage Farber and Shook combine their real world sales experience and entertaining stories with the top sales experts so anyone in any profession can benefit. Fast read and practical tips you can use right away. Bill Carigan, Vice President of Strategic Markets, Cintas Corporation Farber has produced another hard-hitting gem that anyone serious about selling must read. It is years of real-world sales experience captured in an entertaining and useable guide. Jim Coriddi, VP, Dealer Division, Ricoh U.S. Success Secrets of Sales Superstars offers a great collection of stories that are both engaging and memorable. Regardless of your industry or level of sales experience, you will find inspiration in this book. As Barry and Robert note, everybody sells. Isadore Sharp, Founder and Chairman, Four Seasons Hotels and Resorts A picture paints a thousand words and a story paints the road map. Farber and Shook deliver a powerful message on how building relationships, adding value, listening and execution will change the way you sell and get results. Great read. Dimitrios Smyrnios, President, Nestle's Dreyer's Ice Cream Company I've always believed that the best sales strategy is to build relationships first and then do business. Barry Farber's new book takes this concept to the next level with great stories from iconic business leaders that are insightful, often amusing and always relevant. Jim McCann, Founder and CEO, 1-800-FLOWERS.COM and Celebrations.com This book is a must have if you're in any type of sales. Barry has put together an incredible list of people whose philosophies are game-changing. Mitch Modell, CEO, Modell's Sporting Goods and featured boss on CBS' Undercover Boss Full of valuable insights and remarkable business practices. Each story provides practical ideas that are field tested. If you want to improve your business, read this book. C. Britt Beemer, founder and CEO, America's Research Group