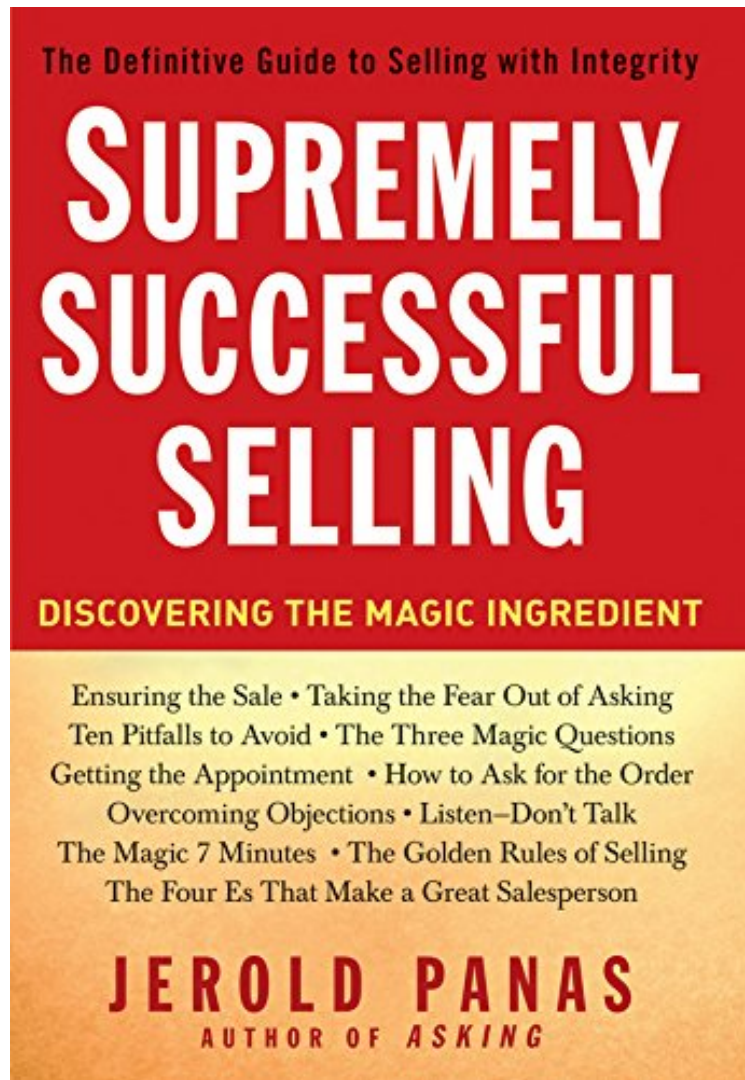


Supremely Successful Selling: Discovering the Magic Ingredient

Jerold Panas

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Jerold Panas : Supremely Successful Selling: Discovering the Magic Ingredient before purchasing it in order to gauge whether or not it would be worth my time, and all praised Supremely Successful Selling: Discovering the Magic Ingredient:

4 of 4 people found the following review helpful. Others I'd read first
By Consumer I am a sales coach who needed fresh ideas so I recently read about 6 books on sales, sales coaching and consulting. This book has makes many valid points and drives home that listening is the key to selling. It's worth a read I suppose if you are a beginner. I found some of the tactics to be very out-of-date and too transparent for a savvy buyer (feel, felt, found is about 30 years old). I'd start with "New Sales Simplified" by Mike Weinberg who knows today's market and dispels many "old" and over-used tactics/ideas about selling. Every sales person or coach should read "Coaching Salespeople into Sales

Champions" by Keith Rosen and "Power Questions" by Andrew Sobel and Jerold Panas. Armed with those, you can't lose. 0 of 0 people found the following review helpful. *Supremely Successful Selling* By Don of Morristown NJ If only I had read this book thirty years ago... That's how long I have been selling, marketing or advancing either products or organizations. And I learned sales from some great ones- my original Sales Manager went on to be SVP of a major insurance company. It was the early days of "consultative selling." But... the absolute, central role of integrity.. well, sure, we were encouraged to be truthful but... Integrity? Jerry Panas puts it right up the top. As he ends Chapter 5- "Integrity isn't important- it is everything." There are thousands and thousands of books on selling. I've read many of them. But I cannot remember any that packed as many real-life examples. The stories he tells illustrate Jerry's points, his lessons, his gentle coaching. They can instruct, inspire and instill a whole new approach to whatever you are seeking to achieve in your business or organization. Buy this book now- and enjoy a new sales journey. 0 of 0 people found the following review helpful. Excellent sales text By Chad I'm a big fan of Jerry Panas. His sales process is easy to understand and is the product of a storied career as a top-notch fundraiser. As a reader, I am always inspired by the obvious joy he expresses about selling and fundraising. His books have helped me personally learn how to fundraise millions of dollars successfully, and they are what I use to train others. This book contains the best of his advice from his seminars and his previous books such as "Asking" and "Born to Raise" which he has broadened to include sales of any product or service. Excellent introduction for use in training new sales people as well as ample inspiration to breathe life back into a tired sales force.

The guide to listening, building trust, and selling what the buyer wants Everyone sells; in every aspect of your life and no matter what your profession. *Supremely Successful Selling* describes the art of selling that helps the buyer understand the value and appeal of a product for their personal life or for their business. Replete with stories of some of the greatest sales people in the country, this book teaches you how to listen more than talk, become an ethical ambassador for your product, and understand that everything in life is selling. You'll learn how to take the fear out of asking, the ten actions to avoid, and the most powerful incentives that sell your product. Offers proven advice on how to get the appointment Shares the "Three Magic Questions" that engage a prospect Explains how to overcome objections, the power of the "Magic 7 Minutes," and the Four Es that make a great Sales person Jerold Panas is one of the nation's leading consultants and a platform personality of note. He is the author of thirteen bestselling books and manages one of the largest consulting firms in the world for advising organizations and foundations on philanthropy. Let Jerry teach you how to ask questions, listen, build trust, and get to a "Yes."

From the Inside Flap Everyone sells; no matter what your work or profession. The greatest salespeople know that integrity is the magic ingredient that convinces a buyer that what you're selling will benefit them. Successful salespeople don't overwhelm their potential customers or bamboozle them with misleading information. Instead, they help the buyer understand the value and appeal of a product or service for their personal life or for their business. This book is replete with real-world success stories. It teaches you how to become an ethical ambassador for your product. Celebrated sales guru and motivational speaker Jerry Panas has harnessed the experience and knowledge of scores of the best salespeople in the country. In their own words, they explore how they overcame their own fears and understood that asking questions, listening, and building trust are what will get you to a "yes." You'll learn: How to take the fear out of asking Proven advice on how to get the appointment The most powerful incentives that sell your product The "Three Magic Questions" that engage a prospect and get them to give you the answers you need to win their business The four Es that make a great salesperson: Empathy, Energy, Enthusiasm, and Ethics And much more Of course, not everyone will want to buy your product. But it's your job to help people understand how great an advantage you offer. Through integrity selling, you'll learn how to assure future buyers of the value of your product for their life. Learn how to become a partner to every customer, and you'll win their trust; and the sale. From the Back Cover "You are among the most highly esteemed and privileged. You are a partner in one of life's most noble professions. You are the power that turns the axle that spins the wheel that moves the shaft that activates the lever that fires the steam that drives the engine. You are the engine that makes it all happen." ndash; From *Supremely Successful Selling* Praise for *Supremely Successful Selling* "Everything you do in life is selling. We all sell no matter what we do for a living. That's what I really like about this book. It's perfect for everyone. I have 60,000 employees in my corporation. They can all use this book. Jerry has a wonderful way of telling a story. The book is easy to read, inspirational, and with just the right combination of humor and information." ndash; Richard K. Davis, President CEO, U.S. Bancorp "Everyone in the world sells, no matter what your work or profession, so everyone will benefit greatly from *Supremely Successful Selling*. Practical, insightful, and just plain fun to read, it may very well be one of the most important books on selling that's been published in recent years. "The book is a must-read. Jerry combines tips from some of the country's leading sales people he knows and has worked with along with insights from his own rich experience. Jerry Panas presents the key that will open any door to a successful ask. "Jerry is a genius at pinpointing the single factor that ensures the sale . . . and the missing ingredient that will guarantee that you not fail. *Supremely Successful Selling* provides insights that propel you to success along with actual, remarkable stories that will inspire

you to action." —Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive*

About the Author JEROLD PANAS is the author of thirteen bestselling books on asking, management, motivation, and building relationships. His firm, Jerold Panas, Linzy Partners, is one of the world's leaders in counseling and helping organizations reach their highest aspirations. A platform personality of note, he leads seminars and conferences around the world on prompting others to action, influencing decisions, and selling the dream. Visit www.jeroldpanas.com.