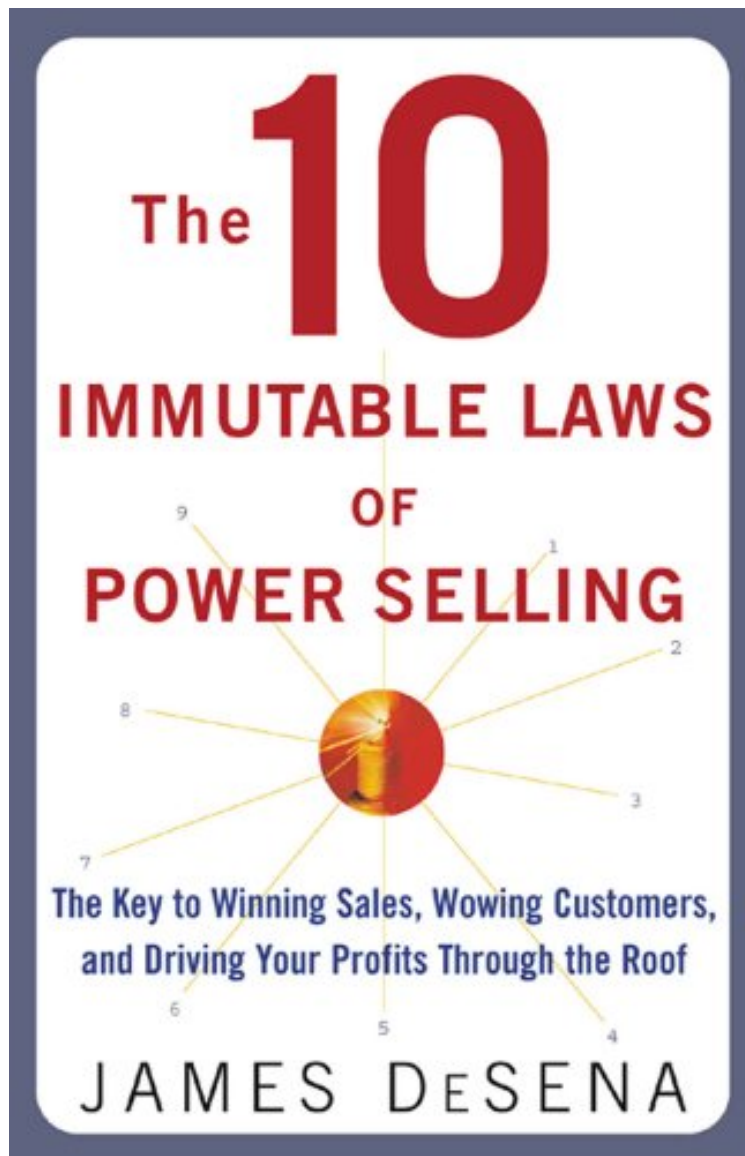


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## The 10 Immutable Laws of Power Selling: The Key to Winning Sales, Wowing Customers, and Driving Profits Through the Roof

*James Desena*

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0 of 0 people found the following review helpful. NOT JUST FOR SALES PROFESSIONALS--WE ALL SELL!!By A CustomerAs a consultant, I am forever selling my services or a recommended solution to someone. Do-it-yourselfers like me can use all the sales help we can get. "The 10 Immutable Laws" is a book that I can pick up, start anywhere, read a few pages and find something that helps. I've tried other sales books, but none seemed as complete or conveniently organized. For me, I prefer to read a little, digest, absorb and apply the contents, and then go back for more when I am ready and need it. It could be even better to look for pages that would support the day's activities and read those. In any event, reading straight through, cover to cover could be a bit taxing. Who knows? Using the book regularly, I may even turn into a sales professional.0 of 0 people found the following review helpful. Proud of my dad!!By TDThis is my dad's book!! I helped him write and edit the book. Great book for business owners, entrepreneurs, salesmen ect.3 of 3 people found the following review helpful. Good summary of customer centric approachBy Harold McFarlandIf your job is selling then you have to know how to sell no matter what the economy. You have to understand demand for your product and how it adds value to a customer. Although the principles apply to all forms of selling including department store selling, the focus of the book is really on those who sell larger value products where there may be an extended sales cycle. It seems that there are always a few real sales stars with any endeavor. What makes this small percent successful at selling when none around them seem to be able to sell anything? Author James DeSena examines this and has found that there are ten laws that a sales person must understand and use if they want to be one of these power sellers.These ten immutable laws are 1) create high value, 2) decide on your market, 3) develop customer expertise in your selected market, 4) build relationships for repeat business, 5) start with a leader's perspective, 6) lead from within, 7) make it a team effort, 8) build lasting success, 9) drive toward exceptional results, and 10) manage multiple customer priorities. Each of these laws is given its own chapter to fully develop what the law means and how to apply it in the real world. Mr. DeSena also provides many useful examples with stories from companies such as American Express and Honeywell.Although there is nothing really new in the book it does represent a summation of the best practices in customer-centric sales theory. "The 10 Immutable Laws of Power Selling" is a recommended read for anyone who wants an understanding of the customer-centric approach to selling and how it provides long-term success as a sales person.

Reveals the secrets behind the phenomenal success of today's top sales professionals In *The 10 Immutable Laws of Power Selling*, leading sales consultant and trainer James DeSena reveals the secret behind the uncanny success of an elite group of sales professionals who consistently break all records, in every selling environment. DeSena shows how the most exceptional performers in the sales arena are those who act like leaders--they take the lead in meeting new challenges, and they adapt to those challenges with innovative solutions and added value for grateful customers. With the help of stories from American Express, Honeywell, The Gap, and other top companies, DeSena teaches readers: The 10 key imperatives for becoming an exceptional performer in today's selling environment How to apply the principles of leadership to win and keep loyal customers, make more sales, and earn higher commissions-- even in a recession How to identify clients' needs and create solutions to fit those needs How to build strong relationships with customers and manage those relationships for long-term success

Filled with case studies, examples, methods, stories and more that reveal the fundamentals of becoming an efficient sales leader. -- destinationCRM.com - Required Reading - the latest page-turners by Emmy Favilla, March 1, 2004From the Back CoverMaster the powerful techniques of today's top sales professionals