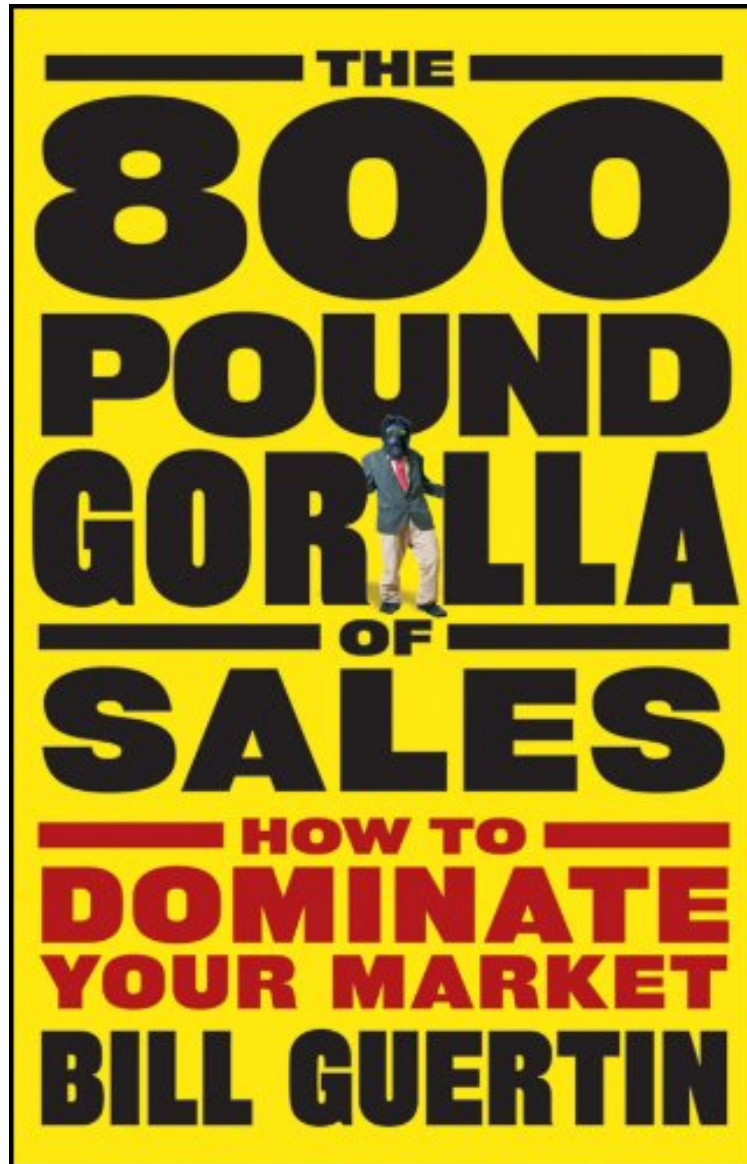


(Free read ebook) The 800-Pound Gorilla of Sales: How to Dominate Your Market

# The 800-Pound Gorilla of Sales: How to Dominate Your Market

*Bill Guertin*

*\*Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#)

[Read Online](#)

#1432305 in eBooks 2009-11-03 2009-11-03 File Name: B002WEPEBC | File size: 65.Mb

**Bill Guertin : The 800-Pound Gorilla of Sales: How to Dominate Your Market** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 800-Pound Gorilla of Sales: How to Dominate Your Market:

0 of 0 people found the following review helpful. just perfect..By CustomerExcelente! just perfect...0 of 1 people found the following review helpful. There is no better time than now to become an 800 Pound Gorilla!!By S. MoudryThe 800 Pound Gorilla of Sales is great for any level of sales professional. This book shares many real life examples from top sales people in their industry and gives you insight on how they got to become a dominant player in

their market. In this economy, the strong sales professionals rise to the top...As long as you're willing to put in the work, this book will give you the easy step-by-step direction. 0 of 0 people found the following review helpful. Good ReadBy PramU This book uses simple language to describe real life sales incidents and how you can apply them to your sales techniques. It is an interesting book and doesn't take much time to read it.

Smart insight and best practices for achieving sales excellence in any market The proverbial 800-pound gorilla is the monster in the room that you just can't ignore, though maybe you want to. In sales, the 800-pound gorilla is that salesperson or company who totally dominates their market, taking more than their fair share of business, and winning time after time. How can you compete with that? More importantly, how can you be that? The 800-Pound Gorilla of Sales uses case studies of individuals and companies who dominate their markets to show you how to become the biggest beast in your particular sales jungle. Combining sales best practices, creative marketing, memorable service, and innovative techniques, this monster of a sales guide doesn't just show you how to win more business; it shows you how to win almost all of the business. • Includes real-world examples and proven tactics for total sales domination • Written by a professional sales trainer with clients in the NBA, NFL, and MLB, and more than 25 years of on-the-street selling experience • Features actual case studies of individuals and companies that consistently dominate their competition In the sales game, more is always better. This guide will show you how to grab a gorilla-size piece of your market.

From the Inside Flap In the business world, an 800-pound gorilla is that salesperson or company who totally dominates their market, taking more than their fair share of business, and winning time after time. How can you compete with that? More importantly, how can you be that? In this book, you'll learn how many of the 800-pound gorillas of today are doing it, what skills and tactics they mastered to get to that level, and how you can incorporate their most effective techniques into your own sales system. You'll hear their stories—both their victories and failures—and learn how to become the dominant player in your particular corner of the business world. The 800-Pound Gorilla of Sales uses case studies and personal examples to reveal the best practices of some of the most successful beasts in the sales jungle, both small and large. Packed with great ideas for creative marketing, memorable service, and innovative selling techniques, this monster of a sales guide doesn't just show you how to win more business; it shows you how to win almost all the business. Based on his own long experience in the sales game, as well as independent research and interviews with sales leaders, Bill Guertin reveals the characteristics that many current 800-pound gorillas share, and how you can incorporate them into your own selling style, including: How to think bigger than anyone else Ways to be yourself in an inauthentic world Why talking less and doing more is so rarely done in any industry Methods to get beyond rejection How others have come to know their competition more thoroughly The secrets others have found in selling with passion and intensity The most important sales fundamentals to practice Those are just a few of the qualities and characteristics The 800-Pound Gorilla of Sales will show you how to master. Start reading—and start roaring. From the Back Cover Praise for The 800 Pound Gorilla of Sales "Talk about a book that will help you separate yourself from others and allow you to dominate your market—this is it! Bill Guertin's passion for sales shines through as he has bundled risk taking, creativity, capitalizing on opportunities and understanding the customer value proposition all into one of the most enjoyable and effective sales books. An awesome read that is loaded with real-life motivational applications to everyday sales." —Joe Clark, Vice President of Ticket Sales and Services, San Antonio Spurs (NBA) "The 800-Pound Gorilla of Sales is a game-changer for your business, providing a realistic framework to succeed in today's economic climate. Bill's acumen showcases the sales process as a relationship, not a transaction." —Shawn Smith, Vice President and Chief Marketing Officer, National Basketball Association Development League "Bill Guertin gets it. He's been in the trenches and knows what it takes to succeed in sales on a day-to-day basis. His practical examples and real-life experience make The 800-Pound Gorilla of Sales a very valuable read for salespeople in any industry. This book is clearly a guide to sales success." —Brian McKenna, Commissioner, ECHL —Premier "AA" Hockey League "If you want to take your sales game to the next level, you need to read The 800-Pound Gorilla of Sales. This book will provide you with all the tools and resources to go get the discretionary revenue that many companies and individuals have either cut back on or decided to spend elsewhere." —Shawn Anderson, Vice President of Sales, Philadelphia 76ers (NBA) "The 800-Pound Gorilla of Sales strikes a deep chord within. Bill Guertin understands sales and the troops in the trenches. This easy read motivates me to take my game to a whole new level. I'm inspired by Bill's passion and energy and it shows in the book. In a world of 'best practices,' Guertin is spot-on with attitude, persistence, and drive." —Jeff Morander, Vice President, Club Ticketing Center of Excellence, National Hockey League About the Author Bill Guertin is the CEO of The 800-Pound Gorilla, a dynamic sales training and consulting company whose list of blue-chip clients includes the ticket sales departments of dozens of professional sports teams from the NBA, NFL, NHL, MLB, and MLS. His articles appear regularly in several major trade publications, including SportsBusiness Journal, and he is a frequent speaker at business and trade association events. Subscribe to his 800-Pound Gorilla newsletter at

[www.The800PoundGorilla.com](http://www.The800PoundGorilla.com), or follow him on Twitter at [www.twitter.com/800poundgorilla](https://www.twitter.com/800poundgorilla).