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The Naked Salesperson: A Stripped Down Approach to Selling with Confidence


Renee Walkup, Sandra McKee
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"A great learning experience."
—Donald Steen, Verizon

THE NAKED SALESPERSON

A **STRIPPED DOWN**
APPROACH TO SELLING
WITH **CONFIDENCE**

RENÉE WALKUP,
FOUNDER AND PRESIDENT OF SALESPEAK, INC.®
AND SANDRA MCKEE

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Renee Walkup, Sandra McKee : The Naked Salesperson: A Stripped Down Approach to Selling with Confidence before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Naked Salesperson: A Stripped Down Approach to Selling with Confidence:

0 of 0 people found the following review helpful. A Great Read for any Salesperson By Jay Gussak I just finished reading my copy of "The Naked Salesperson" and I LOVE IT. This has got to be the first book in my 20+ years of

selling that I enjoy reading. I have read books by many other authors and I don't feel like this book is a generic "How To..." do it this way and make a million dollars, or that I am being preached to, but that Renee is talking to us one-on-one with excellent "visuals", real life scenarios and no outrageous claims. As a sales manager I would encourage all of my sales people to read this book. It is fun, easy to digest and has many points that should be printed out and pasted in their cubicles or cars. I look forward to a next book from Renee.0 of 0 people found the following review helpful. Great help in a fun readBy James M. BolchWalkup and McKee have stripped away the barriers to selling, with easy-to-understand and easy-to-follow suggestions presented in an entertaining format. Many of the suggestions are "a-ha!" moments that create lasting impressions. What I like best are the practical examples that put the suggestions into action.I've read more than my fair share of the business books, which tend to be light on advice or just plain boring. "The Naked Salesperson" succeeds on both the advice and entertainment fronts.1 of 1 people found the following review helpful. Eye openingBy Eric ZhangI am a techie who is trying to start his own business. Selling is not my forte and I am really glad that I read this book recommended by a friend. It's eye opening to me to say the least. I wish I had read it 2 years ago when I first tried to start my business. Besides many selling techniques mentioned, what helps me the most is to be able to see things from customers' perspective, so that I can formulate my own selling strategy.

Forget that nightmare about standing in front of a conference room, giving a pitch in the nude. With *The Naked Salesperson*, you'll learn how to become so confident giving sales presentations that you'll never fear a pitch again. Inside, Renee Walkup, founder of SalesPEAK, Inc., and Sandra McKee show you how to focus on the sales essentials and sell au naturel by taking the N-A-K-E-D approach: Navigate the sale by creating a plan. Approach the pitch and the audience with enthusiasm. Keep your buyer with you throughout your presentation. Engage listeners in a well-managed, message-matching QA session. Drive the presentation home and get the buy. Through detailed instructions and illustrative case studies of successful naked salespeople, you'll learn how to become assertive and confident with the N-A-K-E-D approach to selling. Forget freezing up or rambling on; with *The Naked Salesperson* you'll strip down, exude confidence, and get the buy.

About the Author Renee Walkup is the president of SalesPEAK, Inc., a sales and customer training company. Her clients include BellSouth, USAA, Cushman Wakefield, Thomson Publishing, ING Financial Services, Cypress Semiconductors, The Coca-Cola Company, Turner Broadcasting, Verizon-MCI, Charles Schwab Co., Pearson Education, Hewlett Packard, Nestle, Panasonic, and Wells Fargo. In addition, Ms. Walkup instructs business courses at various colleges and universities, and makes regular guest appearances on radio and television programs. Sandra McKee has spent the last twenty years helping individuals and companies prepare for and achieve their professional goals. As a speaker and trainer she has worked with Fortune 500 corporations, nonprofits, and small businesses throughout the world. She is the accomplished author of five books, including *Selling to Anyone Over the Phone*.