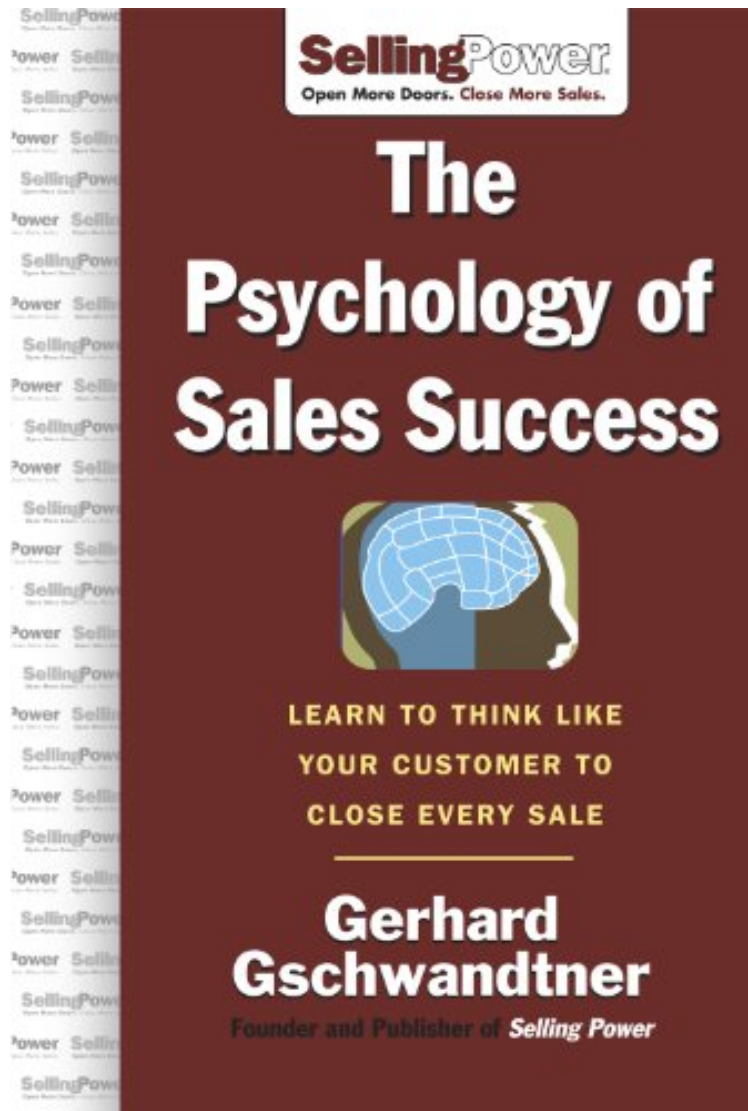


[Download pdf] The Psychology of Sales Success: Learn to Think Like Your Customer to Clove Every Sale (SellingPower Library)

## The Psychology of Sales Success: Learn to Think Like Your Customer to Clove Every Sale (SellingPower Library)

Gerhard Gschwandtner

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Gerhard Gschwandtner : The Psychology of Sales Success: Learn to Think Like Your Customer to Clove Every Sale (SellingPower Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Psychology of Sales Success: Learn to Think Like Your Customer to Clove Every Sale (SellingPower Library):

0 of 0 people found the following review helpful. Helpful Book For SalesBy Joshua Ronald ShermanI like the straight to the point writing of this book.My goal was to be a better persuader and I honestly feel it help me become one.1 of 1

people found the following review helpful. Not as focused as Brian Tracy's "The Psychology Of Selling" By Mike I'm sure that author Gerhard Gschwandtner had the best intentions when he sat down to write "The Psychology of Sales Success." The problem is that the book's "jack of all trades, master of none" approach turns what could have been a five star book into a three star contender. Perfect example: The chapter on NLP (Neuro-linguistic programming) in selling barely scratches the surface. He discusses what it means if your client looks up, to the left, to the right, down...and before you know it, the chapter's over. In all fairness, this is not an exhaustive work on NLP in selling, but to mention it in such a brief and drive-by manner hardly brings value. There's also an uneasy balance between putting the prospects on the psychologist's sofa (expected) and the reader of the book as well (less effective). Once again, the intention is good. Gschwandtner discusses anxiety and procrastination in the salesperson and offers ways to deal with these traits. My suggestion is to buy Brian Tracy's "The Psychology Of Selling" and Dr. Robert Anthony's "The Ultimate Secrets Of Total Self Confidence" if you want to work both ends of the Psych 101 spectrum in a much more effective manner. Perhaps if he'd written one volume with focus on the clients and a second with focus on the salesperson there'd be less of a ping-pong effect. Instead, the book seems like a questionably edited anthology of material you can already get from Zig Ziglar and Brian Tracy (with a little Wayne Dyer and Deepak Chopra thrown in at no extra cost). I read this book a bit at a time during several visits to my local bookstore. On the third visit I decided to keep my \$24.95. Maybe you should too. Do a search on Tracy and Ziglar first, and if your questions still haven't been answered, Gschwandtner may be worth your consideration.

1 of 1 people found the following review helpful.

Practical guide to understanding yourself and your customers By Rolf Dobelli As publisher of Selling Power magazine, Gerhard Gschwandtner interviewed many human-psyche experts and then related their insights to the sales profession. Now, he shares his findings to explain what makes you and your customers tick. He offers techniques for improving your people skills and strengthening your relationships. Readers will learn the characteristics and personality traits of successful people, whom the author calls "super-achievers." He also covers methods for coping with the emotions generated by the dark side of sales - rejection, frustration, helplessness and anger. We recommend this book to salespeople and managers, and to anyone who wants to take a peek at other people's inner workings.

If you're a sales professional who wants to succeed, you can benefit from these familiar words: "Know thyself." Even more important, you should also know your customers. The Psychology of Sales Success shares insights into three psychological dynamics driving the sales process: the salesperson, the salesperson's desire for success, and the customer. Featuring action steps as well as knowledge from leading psychologists, psychiatrists, business school professors, successful authors, and talented sales professionals, the book will help you to: Develop a successful attitude, master the thinking habits of successful sales professionals, and harness their powers of concentration Handle customer anger, procrastination, and rejection; deal with confrontations; and double their listening power in minutes Lower their own anxieties and boost confidence, eliminate stress, and become more action oriented

From the Back Cover (Flap Copy) Know your customer, know success.