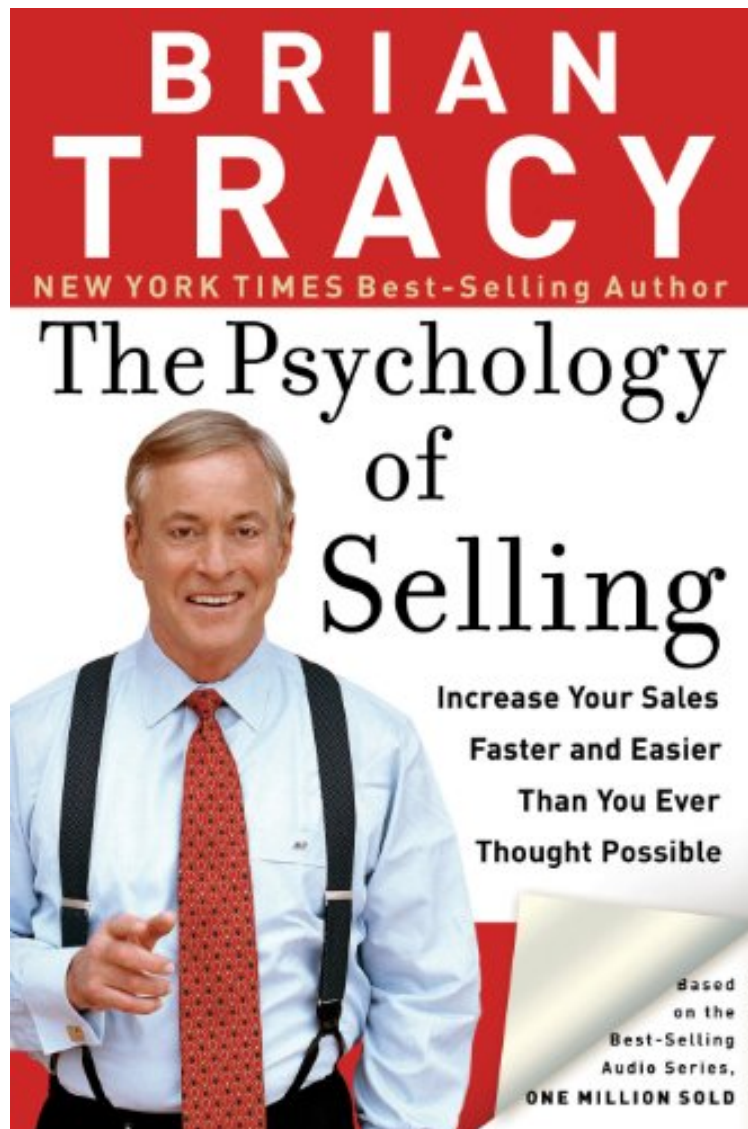


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0 of 0 people found the following review helpful. A must-read for anyone starting, or wanting to do better, in person-to-person sellingBy Heidi ThorneYears ago, I listened to this classic from master salesman, Brian Tracy, on both

cassette and CD. (Yikes!) But what I learned about the game of in-person selling changed my sales career in many ways. For example, after I read the book, I realized how I was spending too much windshield time in the car, bouncing from call to call. Once I started clustering my calls, I gained back days of my time. A must-read for anyone starting, or wanting to do better, in person-to-person selling. Heidi Thorne, author of *Business Competitive Advantage: A Handbook for Small Business Owners, Entrepreneurs and Consultants* 1 of 1 people found the following review helpful. A Sensational "Road Map" To Lasting Sales Success By Customer The Psychology of Selling is a superb, practical, easy-to-read return to the fundamentals of professional salesmanship for novices, journeymen and seasoned, top-performing sales people. More than common sense placed into form, it serves as an instructional blueprint -- or as a road map -- to establish, build, grow and maintain a successful sales career. Chapter-by-chapter, Brian Tracy leads the reader through a step-by-step process to grow from "good" to "great" in the highly competitive business of sales. I would recommend this excellent read to anyone and everyone who is engaged in what I consider to be a very high calling -- professional sales. It is an instructional, motivating, encouraging, challenging and memorable treatment of "Best Practices" for those who aspire to "greatness" among the ranks of the very best, most proficient sales leaders in business. 0 of 0 people found the following review helpful. Very Happy! By Customer I love this book! It's succinct. It clearly explains exactly what to do without getting sidetracked on tons of examples. The advice I have found in this book has changed my life. It is rare that I find a book that I want to continue to take notes on every single day. I also like that the audio book has great sound quality and doesn't sound monotone or boring. It's quite enjoyable to listen to.

Double and triple your sales; in any market. The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

From Publishers Weekly With his 300-odd video and audio courses (sales at one mil.), and 30 books, Tracy has built a strong motivational sales and marketing brand. This latest installment shapes pop psychological constructs to fit Tracy's existing paradigms: "Your subconscious does not think or decide. It merely obeys your mental commands." Tell that to Dr. Freud, one might retort, but the point here is not fidelity to psychology theory, but efficacy in getting readers to change the way they bring themselves to a sale. Visualization techniques, concrete sales advice and motivational pep talks make up chapters like "The Inner Game of Selling" and "The Power of Suggestion." The "Getting More Appointments" chapter recapitulates sound but Willy Lohman-esque advice like "Sidestep the Excuse" or "Don't Be Put Off"; the book as a whole feels familiar, but it's clearly organized. Even in Tracy's generic prose, the repackaged tried-and-trues will find their marks. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of organizations and individuals. Tracy has studied, researched, written, and spoken for 30 years in the fields of economics, history, and business. He has authored more than 45 books.