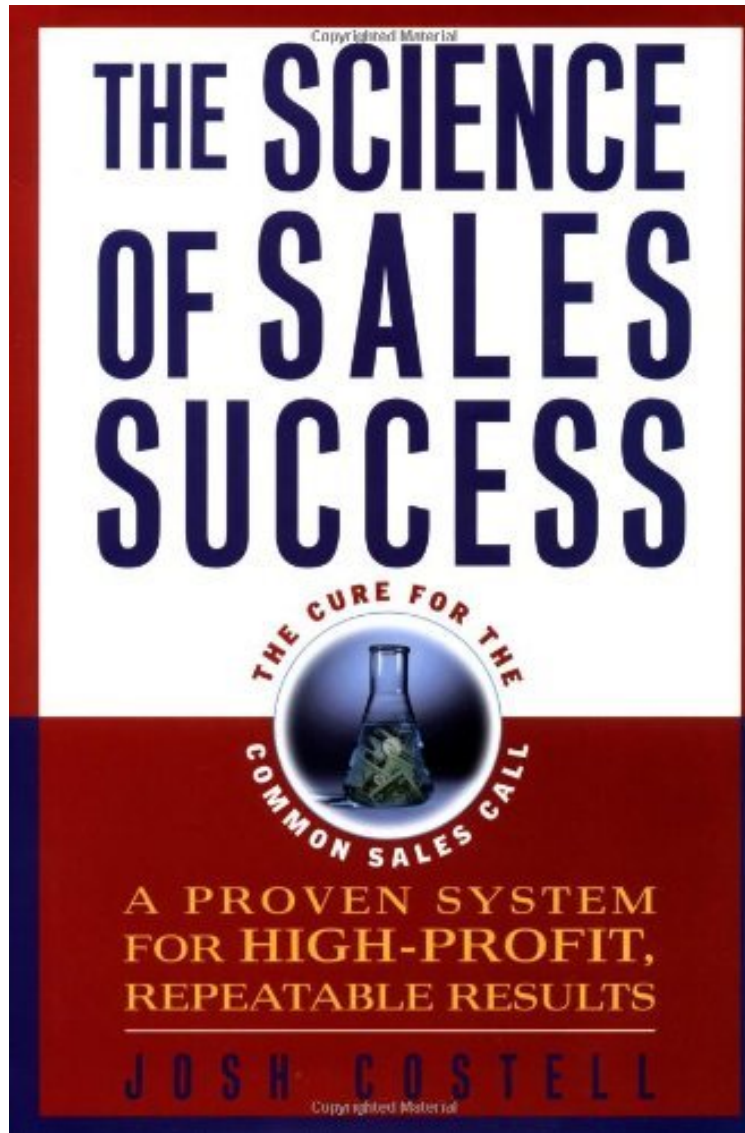


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The Science of Sales Success: A Proven System for High-Profit, Repeatable Results

Josh Costell

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Josh Costell : The Science of Sales Success: A Proven System for High-Profit, Repeatable Results before purchasing it in order to gage whether or not it would be worth my time, and all praised The Science of Sales Success: A Proven System for High-Profit, Repeatable Results:

3 of 3 people found the following review helpful. The standard by which all sales processes will be "Measured" By Rich Jann Whether you are relatively new to sales or are a proven and highly successful veteran, The Science of Sales Success will help you increase sales - significantly and immediately! It will guide you while challenging the very way

you think about each step in the sales process. By doing so, ultimately you'll be better able to objectively quantify and understand exactly where you are in the process; not simply from your perspective, rather and more importantly from the customer's perspective. Mr. Costell's measurable, systematic approach to sales is remarkably flexible thus accommodating to virtually any selling style, customer type or sales scenario! At the same time the logical structure he developed helps ensure success that can be repeated time and time again. This is also extremely important to Sales Management from a budgeting/forecasting perspective. Now that's powerful! Key concepts include learning how to use milestones and benchmarks to objectively evaluate performance. And, analyzing how your products and services create measurable value for the customer. I've been in Sales and Sales Management for nearly three decades and have seen nothing that comes close to The Science of Sales Success! Simply, it is the most comprehensive sales process, system and tool ever developed! This book is a "must-read" for anyone in sales today. Congratulations and thank you Mr. Costell! Happy and successful selling to all that apply his concepts...3 of 3 people found the following review helpful. The sales process revealed...thanks Josh Costell. By Robert Trommler Remarkable. Mr. Costell's book has been an inspiring guide to viewing the sales process (and my personal style) with more clarity and objectivity than I have previously in my 25+ years of sales experience. Most books I read are merely "tip and technique" manuals that take up space on my office shelves. Josh has obviously spent considerable time delving into the intricate parts of the sales process. Insights and methods of this quality only come from truly original thought, these aren't just existing concepts in new wrappers. I admit, after years of success in sales, it's often difficult for me to embrace new technology and make willing changes with enthusiasm. But Costell's writing style is so highly relatable that it's easier to initiate change from someone who's obviously tread my same path. Whether you are a sales novice (with fewer bad habits), or a seasoned professional with a life-time of ego-centered business practices, I sincerely endorse "The Science of Sales Success". Few written volumes can be considered investments in the true sense of the word. If you take Mr. Costell's approach to heart, this book qualifies without a doubt. 3 of 3 people found the following review helpful. You Can't Manage The Sale If You Can't Measure It By A Customer The Science of Sales Success is a spectacular book written for today's proactive sales professional. If you're a fly by the seat of your pants salesperson, this book is not for you; continue dialing for dollars and pray for the best. If you're looking to journey from being perceived as another commodity vendor to an industry expert who can deliver measurable results to C-level customers within targeted market segments, The Science of Sales Success lays out a practical, logical methodology to get you there. Goes way above and beyond other sales books including "The New Strategic Selling," "Solution Selling," "Spin Selling," and "Selling With Integrity," by providing readers with eleven sales management templates (invaluable tools), that can be customised to their specific products and services on an individual sale basis as they move from the initial planning stage to obtaining a signed purchase order. No fluff here, just a battle-tested system designed to achieve results written by an in-the-trenches sales veteran. **HIGHLY RECOMMENDED!**

"The Science of Sales Success shows readers how to achieve the perfect win-win sales situation. Providing a system for giving customers more measurable benefits than competitors, Josh Costell shows how sales professionals can make fewer calls to win higher-profit orders. Costell used his ""selling is a science"" theory to propel him from rookie status to national sales manager of a Fortune 500 company just three years out of college. Now he reveals how to: * Apply a quantifiable approach to selling in order to duplicate success * Speed up ""advance or abandon"" decisions to make productivity explode * Create bonds and motivate customers to share decision-making information Filled with examples and case studies, the book shows how to build value-driven solutions from the perspective of customers' goals rather than the products and services being offered. Featuring templates and a unique sales milestone map, The Science of Sales Success is every sales professional's key to faster sales growth."

"A must-read for salespeople wanting to make the leap from good to great sales results." -- Bart Weitz, former chair of the American Marketing Association; Executive Director, Miller Center for Retailing; JC Penney Professor of Marketing, Warrington College of Business, University of Florida "An encyclopedia of information that provides commonsense principles for achieving sales success. Read this one before your competition does." -- Barry Farber, entrepreneur and author of "Consultant Josh Costell offers a uniquely quantifiable and refreshing sensible method for achieving the perfect win-win sales pitch." -- FtWorth TX, Morning Star Telegram March 2004 "Not since the periodic table in high school chemistry, have I encountered a scientific tool so useful." -- Jack Covert, syndicated columnist "The repeatable, adaptable processes cited here are stimulating for management and sales professionals alike. Both you and the Customer win here! -- Bill Clement, Director, Enterprise Process Development, Siemens Building Technologies, Inc." "a very well structured book with a ton of information that could be used by anyone who is in business..." -- Paul Tulenko, syndicated columnist Paul Tulenko, syndicated columnist: "This is a very well structured book with a ton of information that could be used by anyone who is in the business of selling themselves to others as well as those selling products. That includes getting that job that can build your career. I give this book four stars. (Only the Bible and the Constitution get six.)" About the Author Josh Costell (Monmouth Beach, NJ) founded Applying Knowledge Systems, a sales consulting firm, after growing Mechanical Ingenuity Corporation from

a start-up into a multi-million-dollar global venture. He has been a sales executive at MCC Powers and national sales manager at York International, winning every top sales and profitability award given.