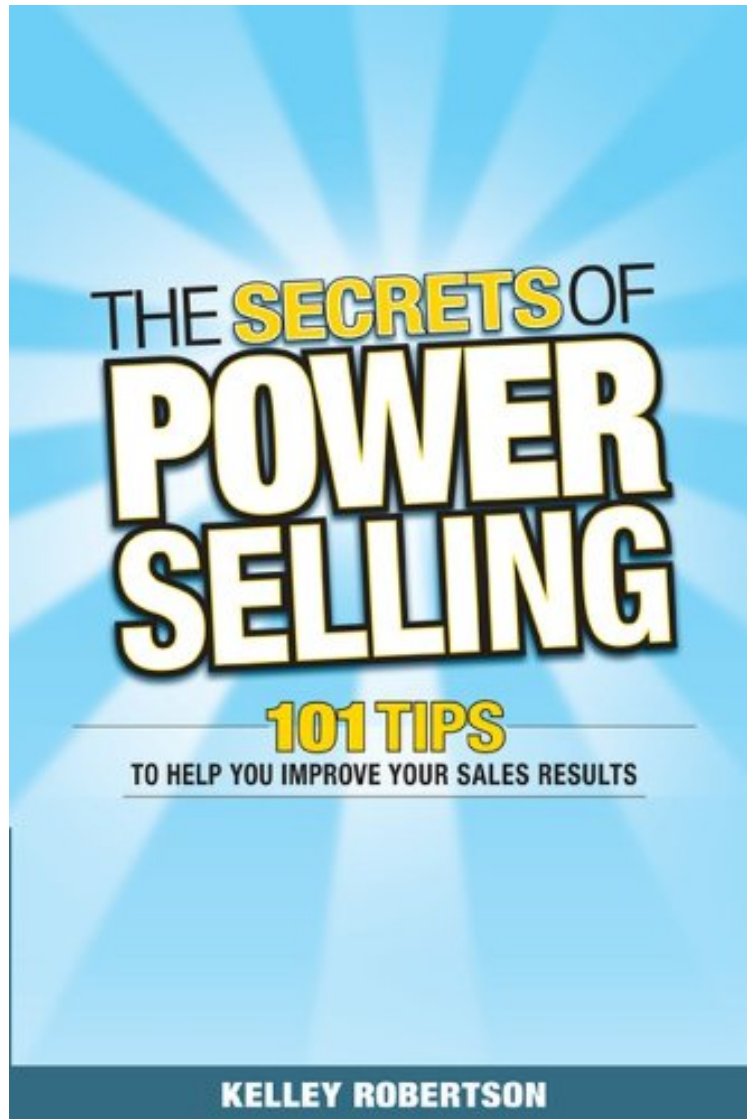


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The Secrets of Power Selling: 101 Tips to Help You Improve Your Sales Results

Kelley Robertson

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Customer good tips, a must for all sales people 0 of 0 people found the following review helpful. The Secrets of Power Selling by Kelley Robertson By Daniel M. Wood A on the go sales manual Kelley's plan has been to make the book accessible to sales people with a lot on your plate. It is split into 101 tips (chapters) that describe one part of sales; each chapter is between 1 and 4 pages long meaning you can read it during idle time between meetings. Read one chapter before every meeting. Since the book is written in this format the best way to use it is by reading one chapter before every meeting. Think about the tip you just read while talking to your customer and practice that part of the sales process. You can of course read it as a regular book reading 10 chapters at a time and learning about every part of the process. I have used a little here and a little there. A lot of the advice has been very useful to me. I have taken a tip here, a tip there, made a change to a detail and so on. For example Kelley shared a great easy way to divide customers in his first chapter. I made it even easier for our sales people, just "Direct, Talkative and Careful". This mindset has helped my sales people see how to approach different types of people. Every chapter opens a subject but doesn't go in depth. If you look at .com you can find complete books written for every single chapter of this book. It gives you a brief overview of different things to think about but doesn't go in-depth into any. It will spark your imagination, but not provide all the answers. The advice will make you a better salesman. With the above said, you will improve by reading this book. Even if you only find 2 or 3 of the tips useful you will be able to pick up details from the other chapters and 1 idea, 1 change can make a huge difference for a salesman, and we have all seen it before. You make one change to your script and all of a sudden your sales figures go up and up and up. If you are a busy skilled salesman this book is for you. To be able to really profit from this book you have to have a good grasp of the sales process. You have to have at least a basic understanding of sales and how to get your message across. This book will help you fine-tune and smooth out some of the rough edges, which will help you quickly improve your sales proficiency.

Praise for The Secrets of Power Selling "Finally a book that really does Keep It Simple. The Secrets of Power Selling is for anyone just starting their sales career as well as for seasoned sales professionals who are always looking to improve their skills. This is the reference guide for what it takes to have a successful sales career. With the changes happening in the workforce, our ability to sell ourselves becomes more and more important; Kelley has given us a tool to give us that edge." --Deane Parkes, CEO, Preferred Nutrition "If you're a business professional, The Secrets of Power Selling is a must read. The most powerful aspect of this book is that it distills over 17 years of successful sales and business experience into bite-sized chunks of powerful advice that you can read in short time frames. I give it my five-star rating." --David Frey, Author, The Small Business Marketing Bible "Wow! 101 no B.S. ideas any sales person can use immediately to produce results! Each one is a gem. I wish the people who sell for me did all these." --Michael Hepworth, President, Results Exchange Inc. It's competitive out there and there's a lot expected of you in terms of results. But sales calls can be stressful, closing sales is not always easy, and hitting your sales targets month after month is difficult and frustrating. You don't get much formal training and it's impossible to find the time to improve your sales skills yourself. Besides, where would you even begin? Start with The Secrets of Power Selling! Its 101 quick tips are packed with great stories and practical advice that you can immediately put into action to help improve your sales results. Tips range from A to Z (okay, A to W!) on topics such as planning, setting goals, maintaining your health, developing your confidence, using free offers effectively, the importance of your personal appearance, and much, much more. Whether you are new to selling, an experienced veteran, a business owner or entrepreneur, or a sales manager training, supervising, and coaching a team, you will learn valuable tips that will help you increase your sales and earn more money.

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About the Author Kelley Robertson (Burlington, ON) is President of The Robertson Training Group, which helps sales professionals improve their results. Robertson is a regular speaker on sales and negotiation skills, and his articles are frequently published in a wide range of online newsletters and print magazines. He is also the author of Stop, Ask, and Listen: Proven Sales Techniques to Turn Browsers Into Buyers (978-0-470-83367-4)