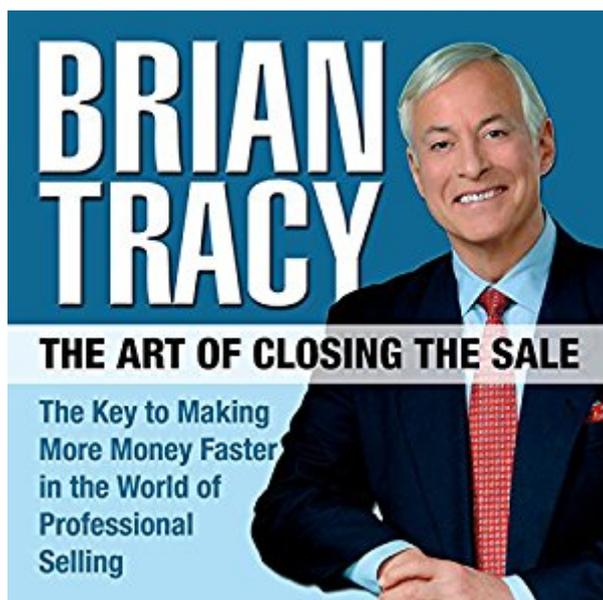


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# The Art Of Closing The Sale: The Key To Making More Money Faster In The World Of Professional Selling



## Synopsis

The world's foremost producer of personal development and motivational audio programs offers an expanded version of Brian Tracy's sales classic. Find The Keys To Sales Success! The Unsuccessful Salesperson says, "the other guy has the best territory." The Successful Salesperson says, "every territory is the best one." The Unsuccessful Salesperson says, "that company will never buy." The Successful Salesperson says, "I can make that company buy." Confidence and self-esteem are just two of the factors that separate the successful salesperson from the unsuccessful one. In this comprehensive program, Brian Tracy -- an expert sales trainer -- shares more than 50 practical, day-to-day techniques for increasing your confidence in your sales abilities and boosting sales profits, including: The two major "motivating" factors in closing a sale The three "hot buttons" to push when selling to businesses How to avoid the five simple errors that spell the difference between success and near-success Brian Tracy will help you master the art of closing the deal. --This text refers to the Audio CD edition.

## Book Information

Audible Audio Edition

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## Customer Reviews

I have to laugh when I see non sales people reviewing a product like this one and bashing it. How can a non sales person possibly understand sales and sales psychology? I used to work with a guy who I will refer to as Eugene. Eugene was articulate, intelligent, clean looking and talked the talk. He had sales experience, 25+ years worth or actually 1 year repeated 25 times. He had the gift of gab. Despised sales trainers like Brian Tracy and his paycheck showed it. He was a know it all who

knew nothing. Could talk to a prospect for an hour and in most cases talked them right out of buying. He thought he was a sales pro but was an outright amateur. Eugene didn't last long at any sales job because he always thought he was "overqualified" for the job even though he usually came in last place on the sales board. The negative reviews here remind me of Eugene. They sound articulate and intelligent. Use good vocabulary and try to impress you. One of Brian Tracy's key phrases is to "seek to express not impress." Eugene and the one star reviewers here can learn from that. Also funny how the 1 star reviewers refer to this products as a book. It's a tape set! These reviewers didn't even check the item they were reviewing and I bet never listened to the tapes. How could they when they refer to it as a book? This tape set is a good start. You will learn consultative techniques as well as closing techniques that work. If you are a fan of SPIN, you may not like this program. Sorry to burst your bubble, but objections are part of the selling process as all real salespeople know. And if you are a telemarketer following robotic techniques, you will be lost here. Ditto for used car and hard sell types. After you listen to this tape set, I recommend that you read *The Psychology of Selling and Advanced Selling Techniques* by Tracy.

Brian Tracy's approach to selling may be a turn off to car salespeople and telemarketers, but is a breath of fresh air to all real salespeople. Tracy takes a consultative approach to selling. He teaches you how to ask questions, not merely read a script. He shows you how to build rapport and trust. And most importantly, he shows you how to create win/win situations with your clients. I also recommend *Advanced Selling Strategies* by Tracy and the unabridged audio tape program from Nightingale-Conant *The Psychology of Selling and Advanced Selling Techniques*. Your sales will soar and you will create happy customer relationships.

Nobody packs more detailed and accurate information than Brian Tracy. Brian Tracy takes the best sales methods, little known insider secrets and reveals them to the rest of us. Look at the super salesman that Brian is. And I more than tripled my sales while creating happier clients who give me tons of referrals since following Brian's techniques. They work.

There are many books on selling and many self styled experts. Few are real sales champions and fewer still can train and teach sales skills and empower sales people to become extraordinary sales champions. Brian Tracy can. Tracy encapsulates consultative type selling with closing techniques that really work. I highly recommend this tape set as a primer and for the real meat, study Brian's book by the same name as well as *Advanced Selling Strategies*. Some people talk the talk and that

is all. Tracy can talk the talk and walk the walk. He has sat on both sides of the desk, has had an extraordinary selling career and is a builder of sales champions.

It is very difficult to find audio books that translate well into the pharmaceutical sales arena. These audio books do just that. The 2 CD's are in my car and have been constantly playing over the past 6 months. The concepts in these CDs are the best that I have come across so far.

The psychology of selling isn't just for salesmen. Anyone who uses persuasion in any situation will benefit from the skills, theoretical principles and techniques provided here. Brian Tracy's refreshingly non-patronising approach is both thorough and easy to understand. The author's experience shines through to deliver sound understanding and boosts the listener's confidence at every turn. Like all of Brian Tracy's work this excellent programme is littered with great ideas and insights into areas such as motivating customers, overcoming objections and closing an agreement. A wonderful guide to the mysteries of truly effective communication and persuasion which not only equips the reader with the skills of selling and persuasion/negotiation but also makes it simple to spot techniques when others try to use them against us. An excellent resource for beginners and 'old hands' alike.

My cassette tape case says "revised for the 90's" and this program is. You will hear some of the old and some of the new. Tracy is a master at consultative type selling and at the same time recommend time tested closing techniques that have been working for decades. Of course only real salespeople would know this. I also recommend the complete album from Nightingale-Conant by the same name by Brian Tracy.

Selling is so much more than fast talking and the gift of gab. To truly selling, you need to understand the mental game: of yourself, the buyer, and the prospect. Brian delves into all aspects to produce a program that is rock solid. The Psychology of Selling covers all the basis from prospecting to closing to overcoming objections. Adhering to the sales philosophy of kiss (keep it simple silly), this is a quick listen for anyone looking to boost their sales. Todd Natenberg, Author of the book, "I just got a job in sales. Now what?" A Playbook for Skyrocketing Your Commissions

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