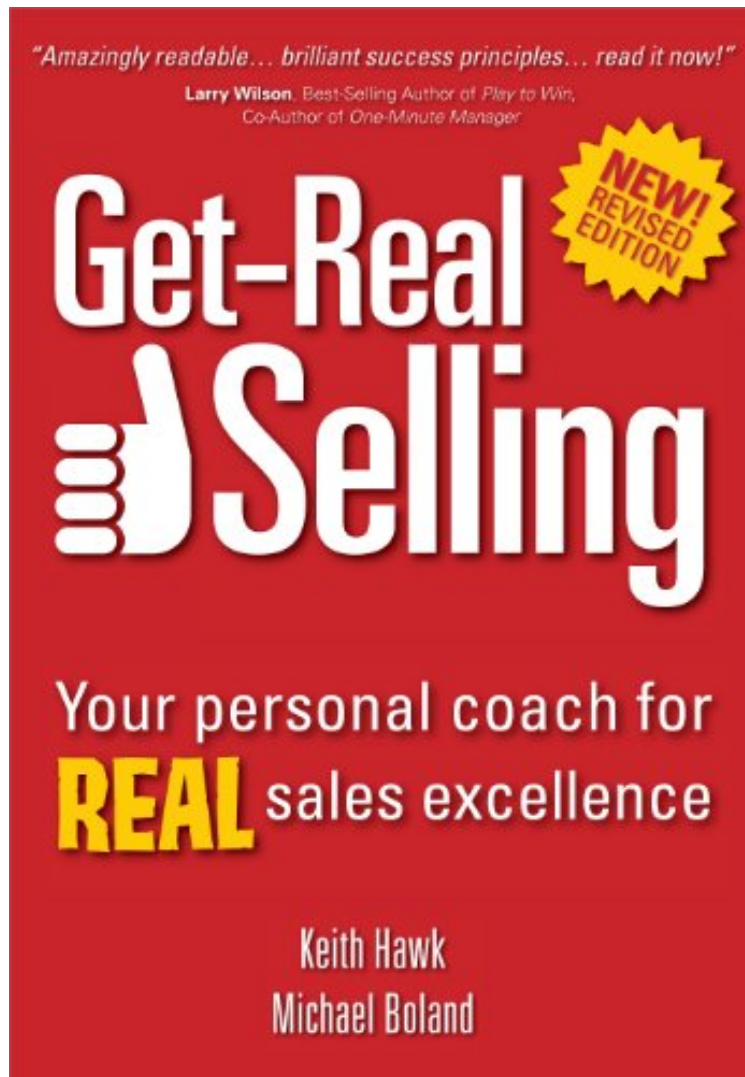


## Get-Real Selling: Your Personal Coach for REAL Sales Excellence

*Keith Hawk, Michael Boland*

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**Keith Hawk, Michael Boland : Get-Real Selling: Your Personal Coach for REAL Sales Excellence** before purchasing it in order to gage whether or not it would be worth my time, and all praised Get-Real Selling: Your Personal Coach for REAL Sales Excellence:

0 of 0 people found the following review helpful. I tried to like it but could not finish itBy Paul J OkSomeone recommended this book as he knew the people that wrote it and I bought it because he was going to hook me up for a job interview. After being in various forms of sales since 1983 and enjoying Zig over the years and Hopkins too - and especially they all got replaced with up-front contracts as used in Sandler Systems - I could not then read the odds and ends and scraps of info pieced together in this book. But just my opinion. Good sales books are hard to write as certain styles like Sandler's up-front contracts only apply to certain types of sales. Most authors will not limit themselves to a

niche in the market as it reduces the pool of paying customers - hopefully with digital books we can get some well written materials geared towards our prospects - ex B2B, B2C, Gov, Schools, Large or small ticket, consumables, services, etc. - as they are all sold differently. 0 of 0 people found the following review helpful. THE sales model for real salespeople By Darryl W Cross A practical, easy to learn and true to reality system of selling through uncovering what customers want: how to better service THEIR customers, meet THEIR financial goals and enjoy THEIR life. This is not about tips and tricks. It is a systematic approach to connecting, discovering and developing solutions that lead to long term relationships. It also is not touchy feely. It is written from the point of view of real sales professionals without the jibberish of high priced consultants trying to hide behind big words like "pipeline models" or "demand trigger whatchamacallits". 0 of 0 people found the following review helpful. very basic sales book By C. Pike This book is like sales 101. There's nothing particularly insightful. I wouldn't recommend unless you're a beginner in the field of sales.

The short, pithy chapters of this book distinguish Real Selling from Not-Real Selling. Real Selling says, "My success follows my customer's success." Using a consultative approach, salespeople succeed when they improve the customer's Service to his own customers, his customer's Economics - profit and efficiency, for instance - and Life, the degree of ease and success the customer gains by using the seller's product or service. Working in this way, salespeople will improve their own success rates and feel greater satisfaction. From philosophical to extremely practical, the advice and tips in this book will make any salesperson more effective and more fulfilled every day.

About the Author Keith Hawk and Michael Boland share more than seventy years of experience in the world of selling. They've been on-the-street sales professionals, sales managers, and sales VPs of large corporations. They have consulted with hundreds of sales executives and have conducted over a thousand seminars to help them improve sales performance.