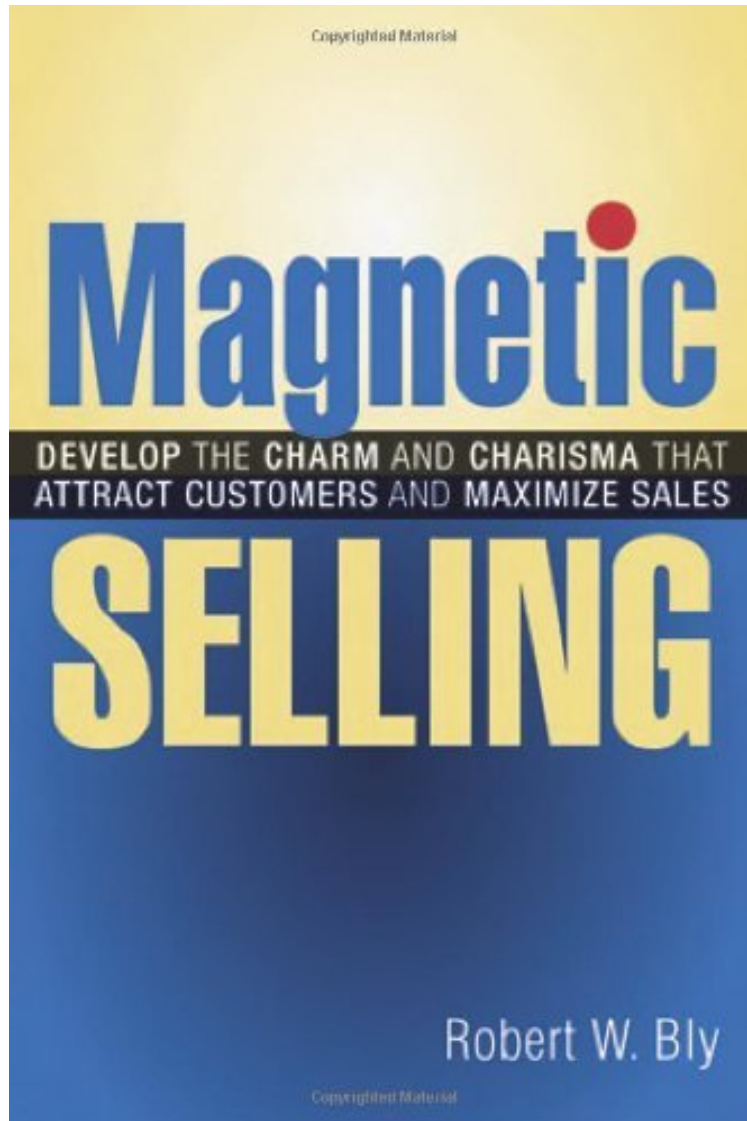


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Magnetic Selling: Develop the Charm and Charisma That Attract Customers and Maximize Sales

Robert W. Bly

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Robert W. Bly : Magnetic Selling: Develop the Charm and Charisma That Attract Customers and Maximize Sales before purchasing it in order to gage whether or not it would be worth my time, and all praised Magnetic Selling: Develop the Charm and Charisma That Attract Customers and Maximize Sales:

1 of 1 people found the following review helpful. Everything You Need To Know About Selling... For REALBy Idris ArketteAlright...Let's roll.Firstly, this book cuts through the fat IMMEDIATELY!It begins with "How To Attract

Sales Leads Like A Magnet" which among many golden nuggets of information reveals the better alternative to being a "salesman", let's face it newbies don't like the idea of selling... just the word itself brings images of slimey car dealers pushing a broken rusty vehicle down your throat while telling you it's just what you "need"...My next favourite portion of the book on page 32;"Qualify The Prospect by Asking Questions About M.A.D."This is BRILLIANT because through this lesson taught by Bob I've come up with a checklist which future clients MUST "pass" before they can work with me long term, in the past it used to be that I would work with any Tom, Dick or Harry, but now... NO WAY JOSE!This saves me lots of painful heart aches dealing with problematic clients and hands me only "dreamy" clients to work with...Finally, I want to talk about what's on page 99;Example quoted verbatim...-----
What they say: I have a project. Could you send your information?What you hear: They want me.What they mean: They're gathering information.What to do: Send your info. Follow up in a week-----There are 3 more of these "insider" style communications and what they actually mean. You MUST check it out especially if you're just beginning to promote or products and services especially if you want to avoid taking things the wrong way.SIDENOTE: there are more tidbits like the ones on page 99, on page 143 onwards...CONCLUSION:It's best to get this book as a beginner because it saves you the heartache and trouble of "defeat" when you make mistakes, it also provides you sort of a cheat sheet to bypass common errors which takes months if not years to learn from.And I'd recommend this book for intermediate/top pro because it freshens your memory on what you should be doing and I'm expecting even the intermediates/top pro to learn a thing or two or more... from this book.0 of 5 people found the following review helpful. Lots of new Ideas, one of the top from my sales booksBy C. KleinI've read lots of books on selling. This book is definitely on the top of my list. Easy to implement.

"Magnetic Selling" provides sales professionals with a unique key for achieving unprecedented success, showing them how to develop a sales personality that consistently draws people in and makes them want to do business. Readers will learn proven techniques for attracting more potential buyers, and developing a "voice" that people can't say no to. "Magnetic Selling" is the ultimate guide to closing more sales, more often.

"Concise, and brilliantly written, Magnetic Selling is a masterpiece. It took me 30 years to learn these selling secrets." -- Stevan Roberts, President, Edith Roman Associates, Inc. About the Author Robert W. Bly is an independent consultant and seminar leader with more than 20 years of experience in sales. His monthly e-zine on sales and marketing, The Direct Response Letter, reaches over 70,000 subscribers, and his website gets over 4,000 hits per month. He is the author of more than 60 books, including The Copywriters's Handbook, Secrets of Successful Telephone Selling, and Selling Your Services. He works in Dumont, New Jersey.