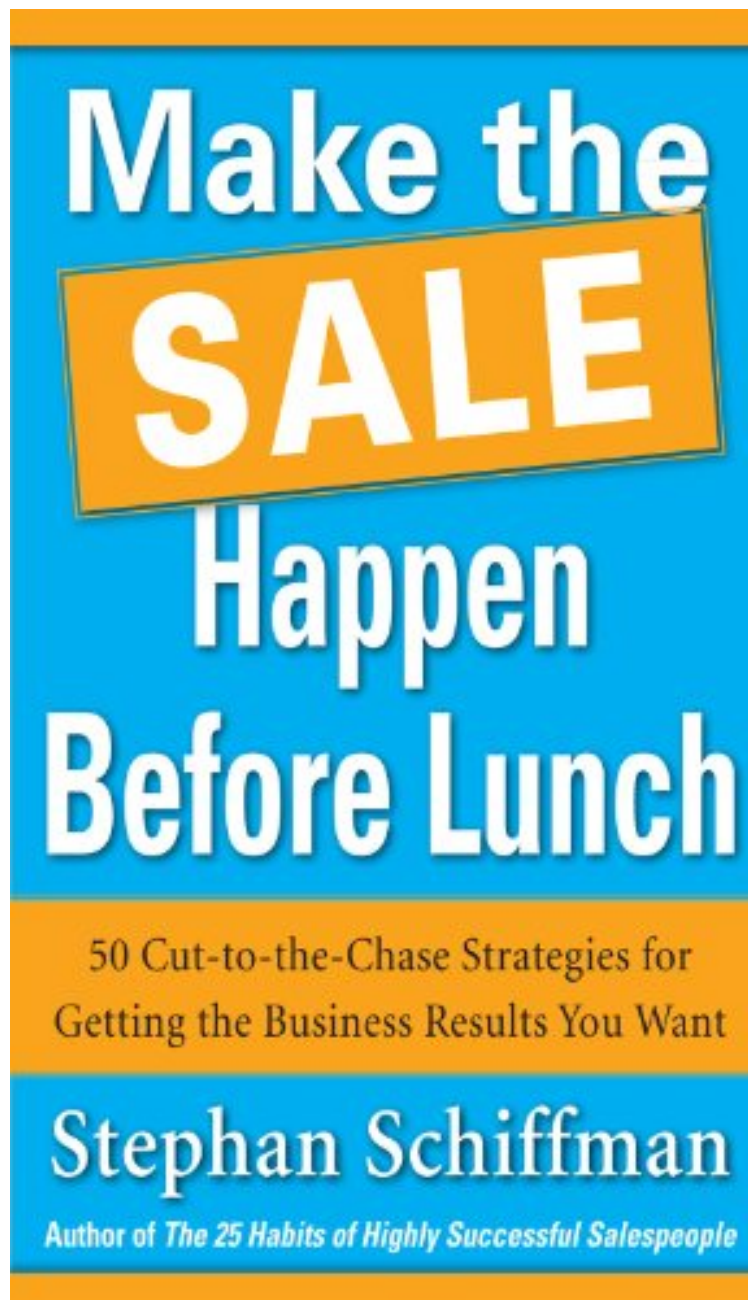


(Ebook pdf) Make the Sale Happen Before Lunch: 50 Cut-to-the-Chase Strategies for Getting the Business Results You Want (PAPERBACK) (Business Books)

Make the Sale Happen Before Lunch: 50 Cut-to-the-Chase Strategies for Getting the Business Results You Want (PAPERBACK) (Business Books)

Stephan Schiffman

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1 of 1 people found the following review helpful. It all Starts with a SaleBy Jim EstillSales are the lifeblood of any company. Sales are closely tied to financial statements. Sales success usually means financial success.As the title suggests, Schiffman has what he calls 50 rules. I agree with almost all of them but some of them I feel more passionate about.Rule number 35 is spent at least 75% of your time gathering information. One of the things I've learned in both sales and negotiation is that the person with the information has the advantage. The Internet makes information gathering extremely easy. There's no reason not to lose on this one.Rule number 24 is make calls for an hour a day. One thing I have often seen in developing company says they simply don't spend enough time making sales calls. Without spending the time clearly the sales will never happen. And although he suggest making calls for an hour a day, I think double or triple or quadruple makes more sense.I was interested to see rule 30 was to live off peak this is one of the rules I use all the time. Like some of his other rules, sales are tied to good time management.One thing I like about the book is that each one of the 50 rules basically stands on their own. This means the book can be read gradually over a long period of time and the benefits will still be derived. The book is concise and easy to read and I would recommend to anybody who wants to increase their sales.1 of 1 people found the following review helpful. Gives a salesman a kick in the buttBy Reg NordmanMake the Sale Happen Before Lunch - helps a sales person hone his craft with doing the basics better. Useful comments for me: Move at least one deal forward each day People live their life two weeks at a time The power of the story The greatest practice players become the greatest players Know when to move on Find out what makes sense to the buyer No Rolodex is up to date Make 15 cold/prospect calls every dayHe has one of the better sets of tips with leaving voice mail -As he says, you should spend your time 40% prospecting, 20% presenting, 20% on product knowledge and 15% on professional development.

ldquo;Stephan Schiffman can make a believer, and a winner, out of almost anyone!rdquo; mdash;Ken and Daria Dolan, former hosts of CNNrsquo;s Dolans Unscripted All great salespeople have one skill in common: They know how to build powerful relationships that benefit everyone. Stephan Schiffman, Americarsquo;s top sales trainer, has taught this maxim with impressive results to more than 600,000 salespeople at some of the worldrsquo;s top companies. In *Make the Sale Happen Before Lunch*, he offers 50 proven, easy-to-implement strategies you can use to: Get your next phone call returned Set up a meeting with a reluctant prospect Formulate one simple question to learn where you stand with your contact Rebound instantly from real or perceived obstacles Frame questions to get a favorable response Recast your product to fit your contactrsquo;s specific needs Once you master Schiffmanrsquo;s 50 cut-to-the-chase strategies, yoursquo;ll get in the habit of setting something important in motion for the futuremdash;each and every business day.

From the Back CoverAdvance Praise for Stephan Schiffman's *Make it Happen Before Lunch* "Stephan Schiffman can make a believer, and a winner, out of almost anyone!" -- Ken and Darla Dolan, hosts of the nationally syndicated radio program "The Dolans" "Required reading for those interested in developing a personal marketing campaign or career plan. In today's economy, that's everyone." -- Leslie Hamilton, coauthor, *The 100 Best Nonprofits to Work For* "Schiffman is an internationally recognized sales trainer who speaks my language: practice, prospect, present, progress!" -- J. Alexander Hill, VP, Sales and Distribution, Nomadic Display "Steve Schiffman's training is a guaranteed winner. Our sales have increased 200% within six months, thanks to Steve's techniques!" -- Linda Garland-Cowley, Director of Sales and Marketing, Kaiser Permanente [Flap copy] Your very next business appointment, meeting, or phone call may be the one that uncovers the opportunity you were born to pursue ... the open door that will finally allow you to turn your major life goal into a reality. Will you recognize that opportunity when you see it? Will you know how to make the very most of it? If you implement each of the strategies in this book, the answer will be "Yes." According to Stephan Schiffman, a renowned corporate consultant who has worked closely with many of the world's top companies and CEOs, there is one key characteristic that all successful people have in common: They sense almost instantly when there is a chance to establish an advantageous business or professional alliance -- and when they recognize such an opportunity, they quickly take steps to move the relationship forward to a Next Step that helps both parties.Schiffman's systems have delivered results for over 450,000 salespeople at companies like Aetna U.S. Healthcare, ATT, Merrill Lynch, MCI/WorldCom, Sprint, Exxon-Mobil, and Lexis-Nexis. In *Make It Happen Before Lunch*, he offers 50 proven, easy-to-implement strategies that show you exactly how to move ahead to the all-important Next Step in virtually any business relationship. You'll learn how to get your next phone call returned, how to set up a meeting with a reluctant prospect, and how to use a single, simple question to find out exactly where you stand with your contact (and what to do next). Once you learn to use his 50 strategies to make something good happen

before lunch, you'll get in the habit of setting something important in motion for the future, each and every business day. That's a habit that pays off handsome dividends. Chock-full of rules, tips, strategies, and anecdotes applicable to virtually every business situation, Schiffman's blueprint for high achievement shows you exactly how to: - Establish quickly whether your relationship is "alive" and capable of moving forward right now - Throw the conversational "ball" in a way that dramatically increases the likelihood that the other person will respond positively to your suggestions - Prioritize your day so you connect with the most promising contacts first - Act where you want to be, not where you are - Keep setbacks in perspective ... and be ready to move on at peak effectiveness to the next prospect - Create a sense of urgency in others about agreeing to a Next Step with you - Reshape your product, service, or promotion to match what your contact is trying to accomplish Whether you're in finance or sales, management or outside consulting, high or not-so-high on the corporate ladder, you'll get more of what you want out of work -- and out of life -- when you let Stephan Schiffman show you how to Make It Happen Before Lunch.

ABOUT THE AUTHOR Stephan Schiffman is a leader in motivational and sales training and a sought-after consultant and business strategist. He has been cited as "America's #1 Corporate Sales Trainer" and is acknowledged as the country's foremost expert in the area of prospecting skills. As founder and president of D.E.I. Management Group, he has overseen the training of nearly half a million professionals throughout the world in interactive seminars and workshops. He is the author of the bestselling business classic *Cold Calling Techniques That Really Work*. His other books include *The 25 Habits of Highly Successful Salespeople*, *Make It Your Business*, and *The Consultant's Handbook*. Mr. Schiffman's systems have been implemented at companies like Aetna U.S. Healthcare, ATT, Merrill Lynch, MCI/WorldCom, Sprint, Exxon-Mobil, and Lexis-Nexis.

About the Author Stephan Schiffman is the founder of DEI Sales, which has trained more than 600,000 professionals in over 9,000 companies during the past 30 years. Schiffman has written dozens of bestselling books that have sold well over a million copies, including *The 25 Toughest Sales Objections and How to Overcome Them*, *The Power of Positive Selling*, *The 25 Sales Habits of Highly Successful Salespeople*, *Cold-Calling Techniques*, and *Closing Techniques*.