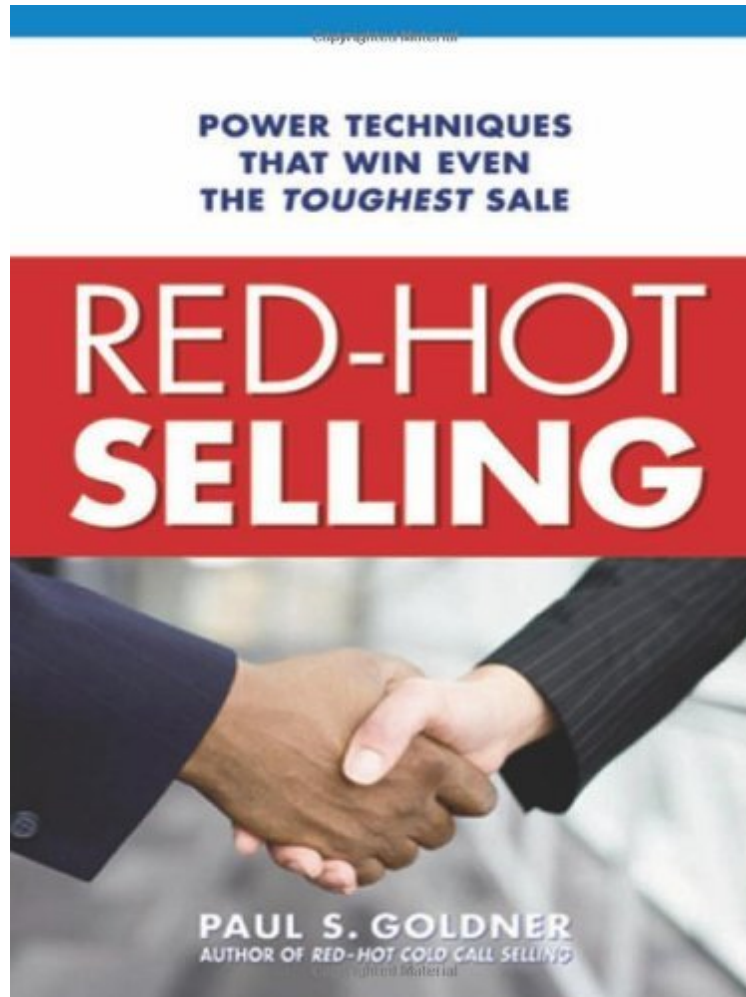


(Get free) Red-Hot Selling: Power Techniques That Win Even the Toughest Sale

Red-Hot Selling: Power Techniques That Win Even the Toughest Sale

Paul S. Goldner

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Paul S. Goldner : Red-Hot Selling: Power Techniques That Win Even the Toughest Sale before purchasing it in order to gage whether or not it would be worth my time, and all praised Red-Hot Selling: Power Techniques That Win Even the Toughest Sale:

0 of 0 people found the following review helpful. ... way too high up the salesperson ladder to be useful for anyoneBy ThistlesThis is written at a perspective that is way too high up the salesperson ladder to be useful for anyone. A person working corporate merger sales or whatever should be unlikely to read a book like this, they already have the skills to get a high power job like that.A normal salesperson who buys this book can't use the examples in most of the book, because they don't relate to a normal salesperson.They put the basics of selling in the book, but there are lots of other books for that. Nothing useful that is also novel.I feel like a chump for having bought this book, actually.0 of 0 people found the following review helpful. Selling is a science, not an art ...By Jim RohrbachDo you consider yourself a sales

professional? If so, when was the last time you read a book about sales? If it's been a while you'd do well to pick up this one by Paul Goldner, who states that selling is a science, not an art, and not a profession for those who want to get by on their "gift of gab."

No matter what, where, and to whom you sell, everything you do fits into one of three phases of the sales process: Planning, Execution, and, Closing. True red-hot sellers know exactly what each phase encompasses, and the rest of us can learn in the time it takes to read this ultra-practical book. "Red-Hot Selling" presents a simple, start-to-finish sales process for new sales professionals and veterans alike. "Red-Hot Selling" also includes the author's powerful three-tiered planning process, proprietary tools including the Meeting Management Worksheet, and the best closing techniques in the business - plus can't-miss secrets for distinguishing your product or service in a competitive market. Selling may be tough, but it's not complicated. With this one-of-a-kind guide, you can streamline your job, kick-start your career, and send your earnings sky-high!

From the Back Cover **SECRETS THAT CAN CHANGE A SALESPERSON'S LIFE. YOURS!** Sales can be one of the most intellectually stimulating and financially rewarding careers in the world. Very few people earn more than the best sales professionals. Sales gives you the opportunity to use all of your brain power to create unique solutions for your customers. No two selling situations are exactly the same. — from the Introduction Suppose you could be the best sales professional in your industry; find and close all the dream accounts you can handle; erect an impenetrable barrier around your best accounts; overcome customer objections with ease; and fill every day with all the personal and financial satisfaction all great professionals enjoy. Then stop dreaming and start reading! Paul S. Goldner, a highly respected international sales consultant and trainer, shares his proprietary system for sales success. The system is based on the principle that selling may be tough, but you can succeed. Among the secrets, you'll learn how to: • Outthink the competition using Paul's three-step sales process: PLAN, EXECUTE, CLOSE. • Fill your sales pipeline so that you will consistently achieve your sales and financial goals. • Close business faster and more effectively than ever before, and at higher prices. • Create value-added solutions that will leave the competition scratching their heads, and have your customers asking for more. • Overcome objections the easy way using Paul's 21st Century approach to objection handling. • Differentiate your products or services in a competitive market, and compete on something other than price. • Create and deliver dynamic sales presentations and winning proposals. The author also provides the most effective way to understand customer needs—the heart of the sales process. The book concludes with ten strategies that will optimize your sales success in any industry. Applying the secrets in this book will give you the opportunity to not only be the best sales professional in your company, but also the best in your industry! Whether you're looking to jump-start or reinvigorate your career, start reading now and watch your sales and income take off! Paul S. Goldner, Chief Executive Officer of the Sales Performance Group, LLC, a leading global sales training organization, has appeared on CNBC and has been quoted in the Wall Street Journal. He is the author of Red-Hot Cold Call Selling and Red-Hot Sales Negotiation. About the Author PAUL S. GOLDNER (Katonah, NY) is the Co-Chief Executive Officer of Accent on Results, a market-leading global sales training organization. He is the author of Red-Hot Cold Call Selling and Red-Hot Sales Negotiation. Excerpt. Reprinted by permission. All rights reserved. Introduction: So You Want to Be a Sales Professional If you are reading this book, there is a good chance that you are either new to sales or looking to recharge your sales career. In the latter circumstance, you may have forgotten more about sales than most people remember. No matter what the circumstance, you have purchased the right book. If you are new to sales, you are about to enter one of the most exciting professions in the world. Sales is not a fallback career that you enter because nothing else appeals to you. Sales can be one of the most intellectually stimulating and financially rewarding careers in the world. Very few people earn more than the best sales professionals in their respective fields. Also, very few people have the opportunity to create something from nothing every day. When you apply your product or service to the customer's business in exactly the right way, you have created something special—the solution to a business problem and the possibility of helping your customer be successful. This is what I mean when I say that sales is an incredibly rewarding profession. That is, in sales, you have the opportunity to create something from nothing, which is a rewarding way to earn a living. Sales gives you the opportunity to use all of your brain power to create great solutions for your customers. Every selling situation is different in some way. That is, many customer needs are similar, allowing you to leverage your prior success, but no two selling situations are exactly the same. This gives you the unique opportunity to go where no sales person has gone before. If you are not new to sales, but a field-tested veteran, you may have forgotten why you got into sales in the first place. For you, sales may have become a hard way to earn a living. You may have reached a point in your career at which making that next sale is laborious. But you have purchased this book to get you back on track. At this stage, you cannot afford to start over in a new career. Rather, you must renew the fire in your belly that was there when you started in the business. This book is written by a sales professional who cherishes the opportunity to be called a sales professional. And I place emphasis on the word professional because sales is no less of a profession than is that of doctor, lawyer, or

accountant. My goal in this book is to provide a complete system for sales success. This system is based on my three-step sales process: Plan, Execute, and Close; PEC, for short. Consistent with this sales process, the book is divided into three parts. Part I is called "World-Class Sales Planning"; and it is in this part that I discuss the "triple crown" of sales planning: prospecting planning, territory planning, and account planning. I do not provide a comprehensive process for any of these three areas of sales planning. Rather, because I am helping you lay a strong foundation for selling success throughout your career, I select one or two high-impact ideas from each area that you can implement immediately. Prospecting planning is covered in Chapter 1, designed to help you get your sales career off to a quick start. If you are a field-tested veteran, on the other hand, expect an almost immediate increase in sales opportunities once you implement those Chapter 1 ideas. Chapter 2 is devoted to the crown jewel of sales planning: territory planning. As you will see, your territory plan is, in effect, your sales business plan; both the prospecting plan and the accounts plan support your overall territory development strategy, as documented in the territory plan. Thus, Chapter 2 also introduces my large-account strategy. If implemented, this strategy will vault you to the top of your industry in terms of selling success. Chapter 3 completes the discussion of sales planning and focuses on account planning. As you will learn, sound account planning led a sales professional in my first company to what we considered to be the "greatest sale in the world" at that time. If you implement what I tell you in Chapter 3, you too can generate your own "world's greatest sale." The next logical step after sales planning is sales execution. Part II explains my sales process, or Execute, and is titled "High-Performance Sales Execution." It also has three chapters. When you first get started in sales, you have no customers and no associated revenue, so the need for prospecting is quite apparent. However, as you become more successful, the need for prospecting seems less clear and soon you may not prospect at all. But, because you have not been keeping your sales pipeline filled with new opportunities, you are left with few, if any, sales opportunities; you are in a "sales valley." When this happens, you prospect again, and if you stick with it long enough, you resume your former level of success (peak), only to repeat the process throughout your career. Fortunately, these sales peaks and valleys have an easy-to-implement solution, which I show you in Chapter 4. When you successfully complete a prospecting call, you get to the most important phase of the process: sales discovery. This is the point at which you work with the customer either face-to-face (if you are a field seller) or over the telephone (if you are a tele-seller) to ask a series of open-ended questions that will reveal customer needs. It is only through the sales discovery process that you can create those winning solutions, as well as differentiate your solutions in a competitive market. The sales discovery process is discussed in Chapter 5. Invariably, over the course of a given sales cycle, the customer will ask for clarification, and this clarification process is often called a "sales objection." That is, the customer may tell you that your price is too high, or he may believe that he already has a similar solution from the competition. If the customer mentions the competition during the process, it usually comes early and often; this is called the "competition objection." Chapter 6 shows how to manage the objection by welcoming its arrival in the sales process! To enjoy the fruits of the sales process, Part III takes you to the third step: the close. There are many ways to close a sale. For instance, you can first review the solution you have proposed and then ask a question such as, "Are you ready to proceed with the order?" This is a technique called the "direct close," but it is effective. In Chapter 7, I review the different types of closing techniques and show how to incorporate them into the sales process. For some sales, typically larger sales, you may also be asked to deliver a presentation to a purchasing committee or to write a proposal. Sales presentations and proposals are crucial tools in the sales process, so in Chapters 8 and 9, respectively, I show how they can greatly improve your success rate. Chapter 10 provides ten strategies that you can take along on your journey to sales excellence.