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Jonathan London

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The Entrepreneur's Guide

CJ Rhoads, Series Editor

The Entrepreneur's Guide to Selling

Jonathan London


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Jonathan London : The Entrepreneur's Guide to Selling (Entrepreneur's Guides (Praeger)) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Entrepreneur's Guide to Selling (Entrepreneur's Guides (Praeger)):

1 of 1 people found the following review helpful. We're all entrepreneurs selling something By Santo Criscuolo Webster's Dictionary states that an ENTREPRENEUR is one who organizes, manages, and assumes the risks of a business or enterprise. MSN's Encarta states that SELLING is to persuade somebody of something: to make an

idea or proposal acceptable to somebody. We are all entrepreneurs selling something whether we have an external facing role or an internal role... we are selling products, ideas, concepts, strategies, policies etc to clients, management, employees, colleagues and partners. As a career sales professional I've attended 30-40 different training events with trainers of all different flavors and philosophies. I've read just as many books about sales, selling, communication, active listening, negotiating, presenting, handling objectives etc. Jonathan London, author of *The Entrepreneur's Guide to Selling*, is by far the VERY BEST I've ever worked with. His real world strategies and tactics are appropriate for any industry and any situation that requires you to communicate and "sell" an idea or product. What I like best is that his approach gives you skills, tactics and ideas you can apply to your day to day activities immediately. 2 of 2 people found the following review helpful. The must read for companies who want to grow sales! By Stan Foster First of all, it is astounding how much information is packed into the book. It looks like an entrepreneur's overview, but it is really a sales treatise in about 150 pages. Personally I love the stuff in the pg 31- 36 area about cold calling (or not) and getting through the gatekeeper. It is great stuff to know and be reminded of. 1 of 1 people found the following review helpful. From rookie to seasoned pro, this book has utility for all people who need to know about selling. By Reg Nordman This is a very concise book. It is literally a 144 pp bible for selling, with little not covered. The author (a top rate sales trainer) is really on top of his subject with this one. But, for you to get the value from the book, you need to read it all. The sum is greater than the parts. Plenty of real life examples are used to bring the lessons home. I enjoyed the host of templates and checklists that covered the gamut of the sales game. the book is logically organized and very clearly written. From rookie to seasoned pro, this book has utility for all people who need to know about selling. Good library addition.

The consummate sales pro helps entrepreneurs and their salespeople improve results by selling more goods or services more consistently and at higher price points and greater margins. bull; Illustrations

"President and founder of a sales training consultancy servicing blue-chip clientele, London has extensive training and development experience in sales, leadership, and customer service. In this text, he discusses the critical elements of selling, from targeting and prospecting to closing and negotiating. London addresses selling as a holistic process, delineating how each part of the sales process positively or negatively affects the others, and offers entrepreneurs and their salespeople multiple ideas that can be easily implemented, at a very low investment cost, to achieve improved results." - Reference Research Book News "If you want to succeed as an entrepreneur, knowing how to sell is THE most important skill you could possibly learn. Jonathan London delivers a powerful formula for sales success that is as eye-opening as it is surprisingly intuitive. The ideas are simple, elegant and applicable to 21st-century selling without the typical gimmicks and, once implemented, his techniques will return real results. Of all the sales seminars and courses I've attended, tapes I've listened to and books I've read, only Jonathan has given me the sales knowledge and the skills needed to win in today's business world." (Robert Formentin VP Global Sales, Financial Times Search) "I worked for Jonathan London from 1990 to 1996 and it was one of the best experiences in my career. Jonathan is insightful, strategic, and immensely focused on sales and the selling process. I learned much from him that contributed to my success in sales year after year and to furthering my career. He is a realist whose quick thinking and sharp intellect demonstrate how to best field objectives." (Bernadette McCool Regional Vice President Sales, Providea Conferencing) "The book is just like one of Jon's training sessions: concise, packed with only the most relevant real-world selling principles, unapologetically direct. Not an ivory tower in sight." (Jack Macleod VP of Sales, New Media Strategies) "Jonathan's approach to the science of selling is a refreshing one that tackles the tactical and strategic elements necessary to arm a salesperson or sales team with the tools necessary to conquer any goal, especially in an entrepreneurial environment where Jonathan is particularly knowledgeable. As a senior executive responsible for national sales efforts in the Internet advertising industry for both start up and market expansion companies, I've had the opportunity to see Jonathan's methods in action - and they work! Taking a few lessons from Jonathan London will set any sales effort on the right track." (Jeremy Helfand Executive Vice President and Chief Sales Officer, United Online Senior Vice President and General Manager, Advertising.com (an AOL/Time Warner Company)) "We hired Jonathan to teach our salespeople and sales management teams the skills and structure they needed to support our growth from a \$50 million to a \$500 million company. His programs focused our sales teams on concrete skills like pipeline management, prospect development, and closing, all of which led our teams to succeed. I would recommend Jonathan to any company looking to improve sales skills." (Morris Miller Founder, Rackspace) "My work with Jonathan has helped in all elements of my career. His book shares the knowledge and passion he has for selling and will assist any entrepreneur who embraces his teachings." (Frank Cianciulli President CEO, The Streaming Network) "Hands down the most effective approach to selling and winning that I have ever used. It is a recipe for success and should come with a warning BEWARE, if you use this style/approach you WILL be successful. Plain and simple, Jonathan is amazing." (Andrew Monfried CEO/Founder, Lotame Solutions) "During my six years as SVP of Worldwide Sales at Rackspace, Jonathan's no nonsense, straightforward approach to sales training provided the fundamental skills and knowledge that helped fuel significant growth exceeding 55% per year." (Glenn Reinus Former

Senior Vice President of Sales, Webex Communications and Rackspace Hosting)"I have known Jon London for over five years. He is a true professional and sales genius. While SVP of Sales at Empirix, his sales training programs allowed me to turn my inconsistent and sometimes ineffective sales team into a world-class sales organization. Jon has the knowledge, experience, and credibility to teach the skills and behaviors that make the greatest impact in getting sales results." (Mark ArmstrongFormer Vice President of Sales, Empirix)"I have known and used Jonathan's services for 10 years in 3 different positions. In every case, his work and knowledge of selling and developing a strong sales organization and process have been invaluable. His book imparts the same wisdom. I recommend it to everyone interested in improving sales." (Mr. Bob StoryCountry ManagerIntegrated Vision)"I have engaged Jonathan on three different occasions with three different companies selling three different products; hardware, software and financial services. Jonathan is an active listener, asks great questions to reinforce a point and a very entertaining presenter. The Entrepreneur's Guide to Selling is informative, thought provoking, insightful and a close second to participating in person to one of Jonathan training programs. The book provides a simple and practical framework that channels sales people's enthusiasm and passion through a process (targeting, prospecting, closing negotiating) that generates extremely powerful and long-term results. Sharpen your pencils, takes lots of notes and enjoy the great read!" (Frank KaplanSenior Vice President-SalesNetSpend Corporation)About the AuthorJonathan London is president and founder of the sales training consultancy Improved Performance Group, which has a blue-chip clientele.