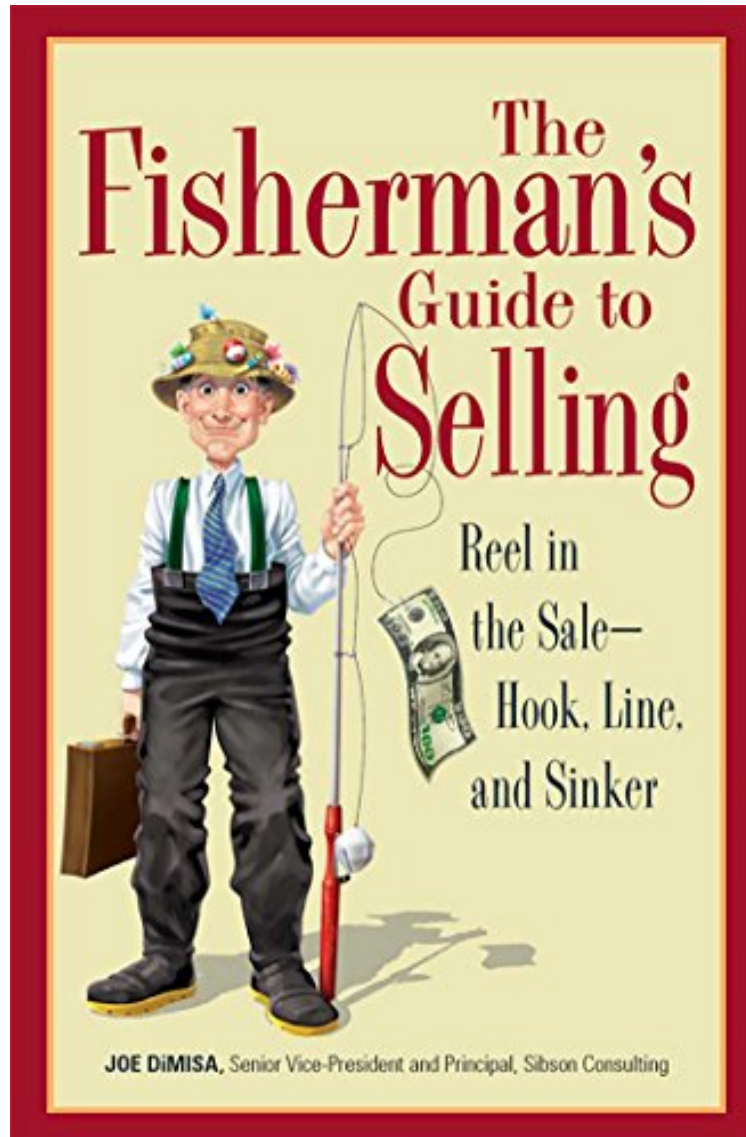


(Download pdf ebook) The Fisherman's Guide To Selling: Reel in the Sale - Hook, Line, and Sinker

The Fisherman's Guide To Selling: Reel in the Sale - Hook, Line, and Sinker

Joe DiMisa

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Joe DiMisa : The Fisherman's Guide To Selling: Reel in the Sale - Hook, Line, and Sinker before purchasing it in order to gage whether or not it would be worth my time, and all praised The Fisherman's Guide To Selling: Reel in the Sale - Hook, Line, and Sinker:

1 of 1 people found the following review helpful. Outstanding Sales GuideBy Michael GillinExcellent book on sales techniques and winning strategies for any executive in the sales field. The book is well written in an easy to read

format that parallels Joe Dimisa's love of fishing and catching customers. With 15 years of professional experience working with or consulting for many of the top organizations in the country, the author provides good insight into some of the best sales strategies that have proven to be effective. I would recommend this book to anyone that is in sales or especially to someone entering this field. 0 of 0 people found the following review helpful. Use this book to "catch" the sale of your life!

By Aaron C. Fischer

Joe DiMisa marries two age-old activities, sales and fishing, to come up with a guide that appeals to every person who makes their living by selling. Mr. DiMisa uses "life" advice from his successful fishing father-in-law to walk the reader through concepts from prospecting to closing. The Captain's Logs are successfully interjected throughout the guide to tie the two topics, sales and fishing together. By the end of the book, the readers wish they all had a Tarpon Willie to guide their boat and guide their lives. In addition, Mr. DiMisa calls on past experiences as a successful sales consultant in side-bars titled "This ain't no fish tale!" These anecdotes and examples are real-life experiences that allow the reader to match the concepts to reality. Whether the readers are fishermen or not, each person will be able to take away several ideas to propel them in their sales career. Mr. DiMisa's guide should be required reading for companies that survive on sales and customer experience. 0 of 0 people found the following review helpful.

Blocking and Tackling!!

By Robert M. Rice

As a sales director you sometimes can become removed from your front line sales reps. Reading Joe's book forced me to re-examine the traits of an effective sales rep and an in-effective rep. It helped me understand some things I could do in order to break down barriers for my sales staff so they could more easily "catch" new customers. I've made it required reading for my sales managers so that they can use some of Joe's experiences to better their sales staff. I've already seen great results!

Bobby Rice
Advertising Director

Cast the right bait, and reel in the sales!

Sales expert Joseph DiMisa draws on his experience as a seasoned saltwater fisherman to explain how to land the big one, or sale, through the eyes of an angler. In *The Fisherman's Guide to Selling*, DiMisa explains strategies used for catching everything from small fish (frequent transactional sales) to big game fish (a GBP 100k+ account). Handy sales tips, useful checklists and a bounty of clever fishing metaphors complement the content to describe a successful sales process that any salesperson will benefit from: knowing what the fish (clients) are biting, keeping the tackle box full, casting a wide net and checking the lines, and preparing for rough seas ahead.

About the Author

Joseph DiMisa has 15 years of experience in Direct Sales and Marketing Management, Training, Operations, Compensation and Quota Setting, Strategy Planning, and Telephone Sales. He has consulted with startup and large organizations including BellSouth, Chase Manhattan, and Cingular. DiMisa is currently head of the Sales and Marketing Practice at Sibson Consulting, a division of the Segal Company.