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Tom Sant


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You About Real Sales Success**

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Tom Sant : The Giants of Sales: What Dale Carnegie, John Patterson, Elmer Wheeler, and Joe Girard Can Teach You About Real Sales Success before purchasing it in order to gage whether or not it would be worth my time, and all praised The Giants of Sales: What Dale Carnegie, John Patterson, Elmer Wheeler, and Joe Girard Can Teach You About Real Sales Success:

0 of 0 people found the following review helpful. A Superb Must Read Sales Giant!By CustomerThis book has it all

and should be a compulsory read for anyone interested in sky rocketing their sales performance and understanding of many of the core principles of success in selling. Congratulations Tom Sant for putting together a useful book without all the BS but good practical advice taken from the "Giants of Selling". The book is full of stories, history and examples that help your understanding of process, with practical ideas that you can take and immediately implement into your business today. I enjoyed each section very much with its own lessons and I encourage readers to read a section, then take time to ponder on what has been learnt and list what actions you are going to take before moving onto the next section with contrasting ideas. Highly recommended

Alistair Gray Founder Creating Successful People
0 of 0 people found the following review helpful. Good Survey
By Dennis McSweeney
This is a good survey of some of the key sources for most modern-day sales training and the types of training that evolved from each source. The book will help readers put the countless sales training methods out there into a broad, historical context. And it's an enjoyable read as well.
0 of 0 people found the following review helpful. A required reading for serious salespeople
By Leopoldo Gomez Sant
Sant does a great job helping us better understand the different sales methodologies, its historical development and applications. And he does that in a very entertaining way, since he writes in a quick, fresh and simple style. For anyone serious about selling this book is required reading.

Sales theories come and sales theories go, but nothing beats learning from the original masters. The Giants of Sales introduces readers to the techniques developed by four legendary sales giants, and offers concrete examples of how they still work in the 21st century. The book reveals how:

- * In his quest to sell a brand new product known as the cash register, John Henry Patterson came up with a repeatable sales process tailor-made for his own sales force
- * Dale Carnegie taught people how to win friends and influence customers with powerful methods that still work
- * Joe Girard, listed by Guinness as the world's greatest salesman, didn't just sell cars, he sold relationships; and developed a successful referral business
- * Elmer Wheeler discovered fundamental truths about persuasion by testing thousands of sales pitches on millions of people, and achieved great success in the middle of the Great Depression

Part history and part how-to, The Giants of Sales gives readers practical, real-world techniques based on the time-tested wisdom of true sales masters.

"Whether looking to improve numbers or try something new as a salesperson, this book is a good place to start." - Network Journal

About the Author Tom Sant (San Luis Obispo, CA) is the creator of a widely used sales software tool. His clients include Accenture, Microsoft, Motorola, ATT, Cisco, and hundreds of others. He is also the author of Persuasive Business Proposals.