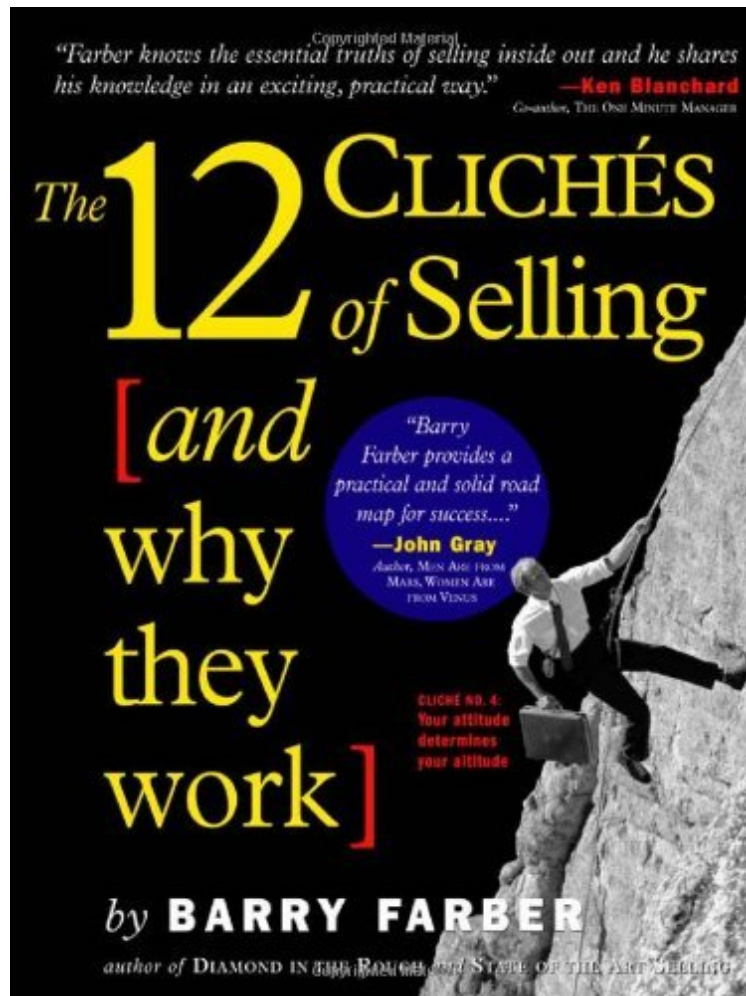


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12 Cliches of Selling (and Why They Work)

Barry Farber

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Barry Farber : 12 Cliches of Selling (and Why They Work) before purchasing it in order to gauge whether or not it would be worth my time, and all praised 12 Cliches of Selling (and Why They Work):

0 of 0 people found the following review helpful. Five Stars
By Christina Nelson
This big is really good, every sales person should read it!!!!
6 of 6 people found the following review helpful. Common sense selling with uncommon techniques
By A Customer
I saw this book at the bookstore and normally I don't buy books on impulse. But I'm glad I bought this one. Farber discusses the 12 universally known cliches that apply to business but are equally applicable to life in general. He gives reasons why these things are common knowledge and why they work. Then he gives great examples of sales professionals who succeeded by applying the principle (the cliché) Farber just discussed. Not only do these principles work in business, but they are also applicable to everyday living, especially the last one that Farber discusses. My teenage daughter is always asking me to recommend books that she can read to teach her to prepare for college and beyond. This is one of the books I'm recommending for her, along with Masters of Success and The

Mental Edge (mainly for sports but applicable in other areas of life), and How to Succeed in Business By Breaking All the Rules. We have heard of all of these cliches, but it's great to have them reiterated in an engaging, entertaining, and educational manner as Farber did. Definitely should be a part of every sales professional's library. 6 of 6 people found the following review helpful. quick read, back to basics sales philosophy By Mr. Ree This book is simple and to the point. Farber doesn't try to teach you any new "system." These are the basics and the reason I keep this book handy for quick inspiration - to remind me that sales is not that complex.

: Written by Barry Farber, one of the country's best known, most respected and incredibly successful sales gurus (Entrepreneur magazine), 12 CLICHES OF SELLING AND WHY THEY WORK is steeped in the language and knowledge of what it takes to sell. It uses one cliché, per chapter as a starting point-and mines its truth and powerful wisdom. Never take no for an answer, for example, belies the image of the stereotypical make-the-sale-at-any-cost salesperson and focuses on finding ways to get around obstacles, such as making the gatekeeper your ally and using humor to open closed doors. You never get a second chance to make a first impression shows how to sell yourself first, how to make people like, trust, and respect you, and how and why to make eye contact and keep a questioning attitude. Your attitude determines your altitude describes how to build and maintain a positive attitude, even in the face of rejection. Don't sell the steak, sell the sizzle gives the 12 steps to a solid presentation. The art of networking and mentoring is covered in It's not what you know, it's who you know, while the importance of value, including the value of getting your money's worth-and all that it implies-falls under You get what you pay for. It's the book for everyone who sells-and, as Robert Louis Stevenson once wrote, Everyone lives by selling something.

About the Author Barry Farber is the president of Farber Training Systems, Inc., a sales, management, and motivational training company. He writes a monthly column for Entrepreneur magazine and is the author of Diamond in the Rough, State of the Art Selling, and Dive Right In. He lives in Livingston, New Jersey.