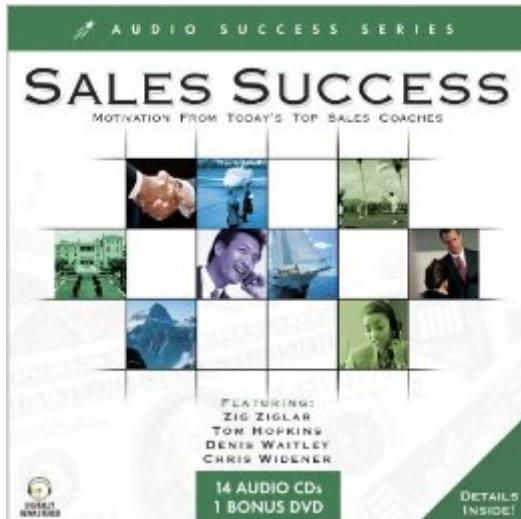


The book was found

Sales Success: Motivation From Today's Top Sales Coaches (Audio Success)



Synopsis

Audio Success Series Sales Success Motivation from Today's Top Sales Coaches It's a multi-session motivational retreat in a box! And with Sales Success on 14 audio compact discs, you'll have unlimited access to the world's top sales motivators any time you want. From networking to negotiations, the Sales Success audio suite offers hours of inspiration and practical steps to power-up your influence while building and solidifying your client base. Featuring a DVD bonus from noted business author and marketing PhD, Tony Alessandra, and comprising an award-winning faculty of international speakers with their own rosters of Fortune 500 clients, Sales Success on audio CD functions as both a proactive master class for novice salespeople, and continuing education for seasoned sales professionals. Featuring: 14 dynamic speakers. 14 audio discs. 1 bonus DVD. Added Bonus: Store all your discs in the convenient carrying case included inside! Chris Widener; Bob Burg; Don Hutson; Ron White; Denis Waitley; Zig Ziglar; George Walther; Tom Hopkins; Dianna Booher; Patricia Fripp; Jim Rohn; Albert Mensah; Dr. David Palmer; Laura Stack All the techniques of effective sales, from cold call to closing! CD 1 Zig Ziglar Selling: The Proud Profession (appx. running time 60 minutes) Author, international speaker, and personal development trainer, this versatile authority is considered the leader in motivational coaching and personal growth. Subjects covered: Salespeople & the Economy: the vital connection; The best deal for customers; "Sales Professional": wear the name with pride; Integrity: the key to sales success CD 2 Tom Hopkins Highlights of the Perfect Sales Process (appx. running time 60 minutes) Cut through the hype with the how-to strategies and up-to-the-minute tactics imparted by this world-renowned sales expert and best-selling author whose first book has been translated into 10 languages. Subjects covered: Finding new business; Presentation skills to involve the client; Addressing client concerns; Closing the sale & long-term relationships CD 3 Denis Waitley Acres of Diamonds (appx. running time 60 minutes) Enrich yourself with these priceless gems from this respected productivity consultant who has counseled business and athletic achievers for over 25 years, from boardrooms to locker rooms. Subjects covered: Self Esteem: The 4 legs; Building self-trust; Letting go of fear; Core values CD 4 Chris Widener Secrets of Influence (appx. running time 60 minutes) Let the man who has shared stages with U.S. Presidential candidates and pro athletes share with you the same leadership secrets he has revealed to executives at GE and Harvard Business School. Subjects covered: Conscious & subconscious truth; Taking your influence to the next level; Being the person people want to follow; Using

influence to shape tough decisions CD 5 Ron White Improve Your Memory, Double Your Sales (appx. running time 60 minutes) Tap into your latent brainpower, with tips from the Guiness World Record-holder for memorizing a 28-digit number in 1 minute and 15 seconds. Subjects covered:
• Perfect recall of names & faces
• Complete product knowledge at your fingertips
• Remembering all the details from training sessions
• Presentations: the art of the high-impact open & close CD 6 Jim Rohn The 5 Keys to Understanding Your Marketplace (appx. running time 60 minutes) Share the field-tested principles of the man considered, for over 39 years, to be America's foremost business philosopher. Subjects covered:
• Personal development in sales
• Behavior in the market CD 7 Laura Stack Time Management Secrets of Successful Salespeople (appx. running time 60 minutes) Specializing in productivity improvement for high-stress industries, this international consultant shares her original principles on inform

Book Information

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Audio CD

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#100 in Books > Books on CD > Business > Sales
#1220 in Books > Books on CD > Business > General
#3312 in Books > Books on CD > General

Customer Reviews

What a great set - a bit of many people. Some of these CDs are fantastic, a couple were Ho Hum. It starts with Zig Ziglar, so how could it go wrong with a start like him! I found the memory disc amazing and something I can actually use in the real world (I can now memorize lists perfectly - even while driving a car). The networking CD was great too - I used the memory exercises to memorize the 10 feel good networking questions for building rapport and trust - the 11th question will make me the purchase price of this set many times over. I found one of the speakers so monumenally boring I turned the disc off when after the first 4 minutes he used the words

conservative, marketplace, and language about 30 times in differing orders. But that is good because now I wont waste money buying a full set from him. One of the CD was recorded from a highly compressed MP3 and it was really hard on the ears - so I wont buy her full sets either. Aside from that the others were great. In short - 10 great, 2 brilliant and 2 woeful cds. I also liked: Goals, Zig Ziglar (my all time fav. audio book) The secrets of power negotiation, Roger Dawson

Mark Bowser's "Sales Success: Motivation From Today's Top Sales Coaches" was a fun, interesting and informative read. It covers the basics of the selling process, or more accurately, what it takes to succeed in sales, very well. Because I'm a sales professional I read one to two sales books a month. They range from very boring, dry and hard to read to those few that engage, inform and educate. Sales Success leans heavily to the latter, intertwining snippets from various sales trainers, some well known like Zig Ziglar, Tom Hopkins and Tony Alessandra, some not so well known (at least by me) within a simple narrative that serves to move the story along and tie everything together. If you are new to sales this could serve as your only resource and you would do well executing what it teaches: positive mindset, a proper and well thought out sales process, understanding the customer, establishing rapport, learning to close and keeping the long-term in mind. I continue to believe that the basics of the selling process are simple and it's how disciplined, focused and determined the sales person is in executing the sales process that makes the difference. If you want the keys to sales success they are right here in this book. The rest is up to you.

I truly enjoyed and learned from this collection. Not all speakers were great but overall I was satisfied with the value. It is a nice way to get to learn about the different styles of each speaker before investing heavily in any one specific coach.

Still listen to it in my car every once in a while since it is the only CDs I have in there. I think there is a lot to learn here but you still have to be a natural salesman to succeed. Every answer is not in some CD, you really have to want it... I decided sales wasn't for me but still use some of the advice on these CDs in relationship building.

I have been in sales for 20 years so as you can imagine I have read a lot of sales books. This book was by far my favorite! I normally approach a sales book as required reading but I found myself looking forward to each chapter! Mr. Bowser expertly weaves great sales tips and best practices into

a fictional story about a salesperson who, in the beginning of the book is down on his luck and struggling with his sales. As the story progresses the main character learns a better way to be successful. I would recommend this book to all sales professionals and to nonsales people who enjoy a great story!

Eight world-class sales trainers, ten short chapters, dozens of practical selling ideas, and one compelling story about a guy named Jack that could be you, me, or anyone else trying to make a living in sales. The opening chapter by Zig Ziglar is worth the price of the whole book by itself. It will make you proud to work in the sales profession along with some of history's most noteworthy salespeople who convinced other people to do what was in their own best interest, even if they didn't know it at the time - people like Christopher Columbus, Sir Walter Raleigh, George Washington, and Lewis and Clark. And if that didn't make sense to you, you need to read this book.

If you're a season veteran or new to sales, this book will enhance your skills and improve your attitude. I found it to be motivational while at the same time offering detailed sales strategies and tactics. It includes some new selling tips as well as reminding me of basics that sometimes are overlooked. A quote from Chapter One sets the tone for the book, emphasizing the need for sales people to insure that "the customer is the big winner in the transaction." Other topics that impressed me were sections on value-added selling, disciplined selling and rapport building. It also discusses how to successfully meet competitive and technology challenges that sales people face on a daily basis. The book is easy to read and uses real-life sales examples. This is a book to keep on the bookshelf for future reference.

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