Jeffrey gitomer sales bible pdf

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Summary and book review of "The Sales Bible": Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran, provides in this book a broad range of guidance, tips, tricks, prospect and methods on how to sell better. Jeffrey Gitomer, a sales veteran provides in this book a broad range of guidance, tips, tricks, provides in this book a broad range of guidance, tips, tricks, provides in this book a broad range of guidance, tips, tricks, provides in this book a broad range of guidance, tips, tricks, provides in this book a broad range of guidance, tips, tricks, provides in this book a broad range of guidance, tips, tricks, provides in this book a broad range of guidance, tips, tricks, provides in this book a broad range of guidance, tips, tricks, provides in this book a broad range of guidance, tricks, provides a broad range of guidance, tricks, provides a broad range of guidance, tricks, provides a broad range of guidance, tricks, provi
beautiful book, with a beautiful hard cardboard cover and glittering letters, a high-quality glossy colored paper, many color illustrations, colorful text with a nice formatting, and even a red velvet bookmark, like in the prestigious books of yesteryear (The Sales Bible is the first book of the Personal MBA that I have read that has such a bookmark). An
impeccable layout livened up with cartoons here and there. It consists of 12 parts each containing between 1 and 5 "chapters", which essentially include advice in the form of lists, which are almost all of the type X.5 rules, for example, "The 10.5 rules of success" rather than the 11. This makes it hard to summarize The Sales Bible. I will try to give you
the lists that I consider to be the most interesting. The 10.5 Commandments of Sales Success Think. The sale is in your head. A positive mindset will greatly contribute to the success of a sale. Being friendly, smiling, enthusiastic, positive, trusting, confident, kind, and well prepared will give you a huge advantage. Believe. Develop a 4-part belief system
that cannot be penetrated. Believe in your company, your product, and yourself. And above all, believe in the fact that the customer is better off buying from you than elsewhere. It is a belief that will cement the other three. Engage. Develop rapport and personal commitments, or do not start selling. The old sales adage says, "All things being equal,
people want to do business with their friends. ".Discover. People buy for their reasons, not yours. Find out theirs first. "Why are they buying?" is much more valuable than "How to sell?". Ask. Ask the wrong questions — get the wrong answers. The questions are the heart of
the sale: they transform the sales process into a buying process. They reveal the facts and motivations for the purchase. But the questions must be intelligent. And they must stand out from the competition. Observe must be intelligent. And they must stand out from the competition.
your risk factor? As anywhere else, in sales, no risk means no reward. Start small, taking small risks, such as making cold calls, and having the nerve to get to the decision-maker and ask for an interview. Then success will lead to success. Own up. Know who is at fault when the sale is not made. If they refuse to buy because of the "price", whose fault
is it? If they do not answer your calls, whose fault is it? If they decided to buy at the commission. If you make a friend, you can make 
a fortune. Prove. A testimony is worth more than a hundred pitches. Customer testimonials. How many sales representatives use them? Very little. 10.5: Become. "You do not become great at selling in a day. You become great at selling in a day. You become great at selling.
day by day. "The 12.5 Values of the Sales ProfessionalThe value of creating a difference between you and the competition. The key is the perceived value. The biggest difference between satisfied and loyal. Satisfied customers buy from anyone. Loyal customers stay, fight for
you and talk about you. Will they still order? Will they recommend you to others? This is the component to assess. The value of learning continuously. Remain a
student — daily. All the information you need to succeed already exists. You might not be exposing yourself to it. The value of humor. If you can make them
laugh, you can make them buy. Study humor. The value of creativity. The key to being perceived as different lies in the power of creativity. Creativity can be learned. The value of demanding the sale. It's so simple, nobody does it. The value of your belief in yourself. To make a sale, you must believe that you are working for the best company in the
world, that you offer the best products or services in the world, and you must believe that you are the best person in the world. They know everything about the prospect. The value of not complaining and not to blame. You may
think that you are the best — but if you complain and blame others, no one will like you, or respect you. The value of an apple a day. One hour of learning a day will make you a world-class expert in whatever you want in five years. 12.5: The value of the YES! attitude. Attitude is EVERYTHING — for you and your success. You become what you think you
will become. Your attitude is at the heart of every action you take. The 39.5 rules of sales success Establish and maintain a positive attitude. Believe in yourself. Set and reach your goals. Make a plan. Learn and apply the fundamentals of sales. Never stop learning how to sell. Understand the client and meet their needs. Sell to help. Establish long-term
relationships. Believe in your company and your product. Be prepared. Be sincere. Qualify the buyer. Do not waste time with someone who cannot decide. Be on time for appointments. Look professional. Create rapport and trust. Use humor. Have a complete understanding of your product. Sell the benefits, not the features. Tell the truth. If you make a
promise, keep it.Don't down the competition. Use customer testimonials. Listen for buying signals. Anticipate objections. Go beyond barriers. It's an understanding of the situation. Ask for the sale, When you ask a closing question, KEEP QUIET. This is the first rule of sales. If you do not make the sale,
make an appointment to come back. Persist, persi
for others. But breaking the rules will just get you fired.Get along with others (colleagues and clients). Selling is never a solitary job. Cooperate with your clients.Understand that hard work creates luck.Do not blame others when the fault (or responsibility) belongs to you.Use the power of persistence. Can you take a
no for a challenge rather than a rejection? Find your success formula with numbers. Determine how many leads, interviews, proposals, appointments, presentations and follow-ups are needed to make a sale. Do it passionately. Be memorable. In a creative way. In a professional way. 39.5: Have fun! This is the most important rule of
all. The 12.5 fatal flaws of selling Being a puppy, a puppet or a pawn. Sellers are too happy to accommodate without getting a commitment at the same time. When you receive a request for a proposal, try to change some of the terms to favor your
proposal. Speaking before asking. Does a doctor tell you where he went to medical school? No. How many years has he been practicing? No. He asks, "Where does it hurt?". Solution: ask convincing questions. Ask questions that reveal pain or emotions. Ask questions that the competition does not ask. Making a verbal agreement for the services
provided. Solution: write and repeat ALL promises and terms. Talking negatively about the competition as "market standards" or "my valuable competitions". Following up to see if you have "received my
brochure" and to find out if you "have questions". The seller thinks they are helpful and professional, but they are seen as harmful and foolish. Solution: Call with ideas and smart questions. Asking "what would it take to get your business?" The WORST question in sales, which will ALWAYS lead to lies, to a fall in prices, and to a loss of respect from the
buyer towards the seller. Solution: "I would like a brief opportunity to share with you why some of my clients are buying from me because I do NOT have the best prices". Assuming the prospect has a preconceived notion about your company, your product, or both. You may want to change this
before you start. Solution: Make sure they request a demo or presentation. Solution: Ask "What has been your experience with XXX so far?" or "How would you describe my product?" Assuming the prospect has not already made a choice. Your reputation may have preceded you; your prospect may have already decided to buy from someone else, or
your prospect may have already decided to buy from you and is using your sales presentation to confirm rather than decide. Solution: Make friends as fast as you can before you start. Ask a few questions about where they are in the decision-making process. Not adding anything of interest or value to the prospect when you make a follow-up call.
 Follow-up calls are usually defined as "we are checking on our money". "Have you already made your decision?" "Yes, buddy, we chose you, but we were not going to tell you." Solution: Right after the proposal or presentation is the best time to create, shine and be memorable. Think of information that is valuable to the prospect, not just questions
about how to fill your wallet. Trying to overcome objections. It's a complex process, but the most common pitfall in a sale is to let the prospect "come
back to you with an answer". Letting the prospect call you back is like giving him control over the sales process. "I'll call you back tomorrow" is the biggest lie a prospect can tell you, besides "I can get it elsewhere for less". Solution: Make an appointment for the follow-up call — let the prospect mark it in his datebook- YOU will make the call at the
scheduled time — fax a reminder with something valuable (an article about employee productivity, for example). And worst of all: Giving the price before someone has asked for it. The biggest buying signal in the world is "How much does it cost?" Most sales representatives never let it happen. Solution: Do not give the price before someone asks for it
or ask for the sale at the same time. 12.5: Thinking that you are smarter than the prospect. Sellers who are condescending, ignorant, impatient, interrupting constantly are those who lose sales and blame others. Solution: polite humility. Use this diamond rule: Treat the clients the same as you would like to be treated when you are a client. How clients
want to be treated, honestlyJust give me the facts. Tell me the truth, and do not use the word "honestly". That makes me nervous. I want an ethical seller. Your actions will prove your ethics, not your words (sellers who talk about ethics are usually those who do not have any). Give me a good reason why your product/service would be perfect for
me.Show me proof.Show me that I am not alone. Tell me and show me the price is fair.Show me the best way to pay.Propose a choice to me and let me decide but make an
advisory recommendation. Reinforce my choice. Don't tell me what I bought or did is bad. I want to feel smart and good about what I did. Be tactful if I made a mistake: show me that others have made mistakes as well. Listen to me
when I speak.Make me feel special.Make me feel special.Make me laugh.Take interest in what I do.Be sincere when you sold me — w
established rapport. Trust and confidence have been built. You have a history of deliveries. They will answer you on the phone. They will be more receptive to your presentations and product offerings. They have money and paid you in the past. 10.5: They do not need to be sold: they
will buy.Making your prospect say WOW!Are you just another typical sales representative?WOW! is your ability to be different. Your WOW! factor and your closing ratio have a lot in common.8.5 ways to make your prospects say WOW!Are you just another typical sales representative?WOW! is your ability to be different. Your WOW! factor and your closing ratio have a lot in common.8.5 ways to make your prospects say WOW!Are you just another typical sales representative?WOW! is your ability to be different. Your WOW! factor and your closing ratio have a lot in common.8.5 ways to make your prospects say WOW!Are you just another typical sales representative?WOW! is your ability to be different. Your WOW! factor and your closing ratio have a lot in common.8.5 ways to make your prospects say WOW!Are you just another typical sales representative?WOW! is your ability to be different. Your WOW! factor and your closing ratio have a lot in common.8.5 ways to make your prospects say WOW!Are you just another typical sales representative?WOW! is your ability to be different. Your wow in the prospect of the prospect you just another typical sales representative?WOW! Is your ability to be different. Your wow in the prospect you just another typical sales representative?WOW! Is your ability to be different. Your wow in the prospect you just another your prospect you in the prospect you i
appointment with him. Know your prospect. Be prefessional. Get to the point quickly. Then ask, listen, and all the rest. Have new and creative ideas. Make a WOW! presentation. Do
things that no one else does. Be confident in what you do and how you act. 8.5: Be WOW! yourself. You must be amazing enough to make an impression. The 12.5 challenges about the type and style of questions you askTwo of the most important aspects of a sale are asking questions
and listening. The right questions will tell the prospect everything you need to sell. How to ask questions? In a word: open. Avoid questions is the pivot of your ability to understand the needs of your prospect. Here are 12.5 challenges to improve yourself in
this delicate art: Are your questions clear and concise? Does the question force the prospect can formulate an answer? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect to evaluate new information and new concepts? Does the question force the prospect new information and new concepts new information and new concepts new information and new information and new information and new information and n
(and you) to talk about their past experiences? Do you ask the prospects questions that allow them to share things they are questions that build rapport. Does the question lead to an answer that brings the sales
interview a little closer to the sale? Is the question directly related to the prospect's business situation? Is the question directly related to the prospect that helps you make the sale easier? Does the question directly related to the prospect that helps you make the sale? Do you ma
ask a question in return when the prospect asks you one? Prospect as
pitch or cocktail announcement) is an opportunity to provide information that creates interest and a response from prospects. This is the prelude and the gateway to a sale. How effective is your personal ad? Do you only have one? Your goal is to have 30 seconds of information. 30 seconds that show who you are and which company you represent, and
that creatively say what you do. After saying a little — ask a lot. Ask one (or a series of) powerful question that engages. Make a powerful statement that will tell how you can help until you find out what
kind of help they need. You should have a list of 25 powerful questions that stop the prospect and make them think and give them the information you need. Here is an example of a personal commercial ad: if you work in a temping agency and your prospect asks you "What do you do?" and you answer "I work in a temping agency", you should be fired.
Your answer should be:I provide quality employees for emergency and temporary situations to companies like yours so that when one of your employees is sick, absent, or on leave, there is no loss of productivity or a reduction of services provided to clients. Now that you have the prospect's attention, you can ask powerful questions like: How many
employees do you have? Do you give them one or two weeks of vacation? How do you ensure that the level of service given to clients is not reduced during these vacation periods? Note: the first two questions are in the terminology of SPIN Selling conditional questions (which are asked at the beginning of an interview to discover the client), while the
third is a question of involvement, which allows the client to discover your own need in its full magnitude. Continue with more questions, insert your powerful statement (how you help) and a reason why the prospect should act now. For example: I specialize in intelligent and capable
people. Not in temporary help. When your employees are on vacation, or sick, I know you cannot afford a low morale or a reduction in service. Here is what I propose: (This is your powerful statement and the reason the prospect should act now). Let's meet at lunch and discuss the last absences of your employees. We will talk about how they have
been managed and discuss future absences. If I think I can help you, I'll tell you. And if I think I cannot help you, I'll tell you, too. Does this seem fair to you? The 9.5 commandments to deliver your personal commercialBe brief. 30 to 60 seconds maximum. Get to the point. Tell the prospect in a creative way exactly what you are doing for their needs. Been fair to you? The 9.5 commandments to deliver your personal commercialBe brief.
memorable. Say, give or do something in a creative way for the prospect so that it stays in their memory — in a positive way. Be prepared. Have your powerful questions that will generate information, establish interest, reveal needs, and allow you to
give your information in a meaningful way. Show how you solve problems. The prospect down to the next action to be done. Do not let a good prospect leave without some sort of agreement on what to do next. Have fun. 9.5: Time is
up. When you have delivered your message, made contact, and scheduled the next appointment or action — leave. The 7.5 rules to follow when making a cold callSmile when you speak. Give your name and that of your company. Go straight to the point quickly (state what brings you in the first two sentences) Make it short and enjoyable. Try to be a little
humorous. Offer your help or ask for it. State that you have important information. 7.5: Ask for the sale. The "sale" may just be an appointment. But whatever your goal was when you picked up the phone... persist until you get it. Cold calling is fun. If you think it is. Cold calls are the reason why so many people do not dare to engage in sales. Professional
sellers earning over $100,000 a year will tell you that what they learned by practicing cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of their sales success. Here is an 8-point plan to start making cold calling is the basis of the basis of the basis of the basis of their sales success. Here is an 8-point plan to start making cold call be a start making t
commitments). Do not apologize for anything. How you will say your first sentence will determine your success or failure (Note: SPIN Selling contradicts this point by saying that the first impression is not so important because we forget many of its details). Do not pay attention to reluctance
or problems of fear. Reluctance to make cold calls is another way of saying "I do not know how to do it" or "I do not like when people reject me". Develop a positive speech, read positive books, stop watching TV news, and believe that you can succeed. All the people you call will not be clients (Note: in The Ultimate Sales Machine, Chet Holmes tells us
that on average only 3% of people are willing to buy your product or service right away because they have at that very moment an urgent need of it). Be prepared for rejection. People do not reject you; they reject the offer you make them.Learn from those who say no to you. Find out what made them say no.Practice, practice, practice, Have fun!8.5: If
you say, "I hate cold calls!", Realize that it's a self-induced state of mind that is easily defeated by a series of successful cold calls, sales, and commissions. 12.5 ways to give your prospect enough confidence to buyBe fully prepared. An awkward seller, finding excuses, who apologizes, is a seller who inspires 0 confidence. Involve prospects early in the
presentation. Make sure they help you or hold your samples. Something that makes them feel like part of your team. Have something written. An article about your company or product from a national newspaper will add a significant element of credibility. Tell a story or show a video that describes how you helped another client. Use a reference if
possible. "Mr. Prospect, you should call [company name and contact name] to find out how we helped them." Give names of major clients, or competitors of your prospect. If you are doing business with a large company, say it in a way that shows your strengths and skills rather than in a way that suggests you are bragging. Have a written list of loyal
clients. Include small and large clients. Make perfect copies on good quality paper. Have a notebook of testimonial letters that cover many aspects of your company: quality, delivery, expertise, service, what more... Be sure that some of these letters answer the objections of the buyer. Don't bombard the prospect. Present your
examples as a natural part of the presentation. Let confidence build to a natural close. Highlight after-sales services. The buyer wants to be certain that you are not going to sell and leave. Talk about delivery, training, and service to help them with their problems, a new
 technology, the growth of the company. Sell to help, not for commissions. Prospects can sense greedy sales representatives. They give off bad vibes. 12.5: The most important link in the process. Ask the right questions. Top 10 lies told by prospects or clients want to think about it. We have spent our entire budget. I must talk about it with my partne
(my wife, my cat, my mistress, my lawyer, my agent, my accountant, my shrink)Let me sleep on it. I never buy on impulse — I always let it sink in. I am not ready to buy now. Get back to me in 90 days. We will be ready at that time. Quality is not important to me. Business is slow right now. Our advertising agency takes care of that. All of these lies are
classic objections, just like "We need two more quotes", "This is the headquarters that places all orders", or "Your prices are too high". But these are not real objections. Why do then prospects say them? Because they are embarrassed or because they are afraid to tell the truth. Here are real objections: They do
not have the money. They have the money but are too stingy to spend it. They did not get the credit they needed. They cannot decide on their own. They do not have the authority to exceed the budget, or without the financial approval of someone else. They think (or know) that they can have a better deal elsewhere. They have something else in mind, but
they will not tell you. They have friends, connections, or a good relationship with a competitor. They do not need (or think they do not need) your product now. They think (or know) that your prices are too high. They do
not like or do not have confidence in your product. They do not like or do not like or do not trust you. Finding the real objections, but if they are not good, you will bang your head against the wall and ask yourself why the sale was not
made. When an objection is made, you must determine if it is true and if it is true 
in buying, but needs clarification, wants a better price, or must have the approval of a third party. Because the prospect does not want to buy. Note: The approach of SPIN Selling — supported by research done on tens of thousands of sales interviews — is that the majority of objections are created by the seller's misbehavior, which can be avoided by
asking questions of involvement and questions about the needs to be met in order to discover the implicit and explicit needs and to be able to give the benefits of a product, rather than the advantages, that create the objections. To prevent objections, it is best to discuss them in your presentation before the prospect has a chance to verbalize them.
Here are 7.5 useful tools and phrases of objection prevention. Stories about clients who have the same problem, or a similar problem, and who bought despite the objection. Letters or videos of testimony. Imagine the power of a video of a client saying, "I thought the price was too high, but after a year of lower maintenance costs, I
realized that the overall cost was about 20% cheaper than those last year. Thank you for this advantageous opportunity". A story or article about your product company. To build support, credibility, trust. A comparison chart. Compare product or company.
has shown me". One of the most powerful verbal techniques to counter an objection. State, "I have listened to the customers. They were concerned with... This is what I've done... ". This leads the prospect to see their potential objection disappear. State, "Before I used to think that... but now I have changed and...". A method to prevent a recurring
myth (a reputation for poor service, high prices, etc.).7.5: Prepare yourself. You know that the objection is coming. You have heard it before. Be prepared with questions, answers and ideas when it comes. The 19.5 early warning signals indicating that your prospect is ready to buy. Questions about availability. Question about delivery. Specific questions
about rates, prices, statements about the affordability of the products/services. Any question or statement about money. Positive questions about your business. How long have you been at the company? How long have you been at the company? Statements about money. Positive questions about the affordability of the products/services. Any question or statement about money. Positive questions about your business.
problems with previous sellers. Questions about features and options — what your product or service does. Questions about the warranty. Questions about the qualification of your company or yourself. Specific questions about the warranty. Question
products/services. Specific statements about the possession of a product or service. Questions to confirm implicit decisions or to find support. Is this the best way for me to go? A willingness to see a sample or demo again. Asking questions about satisfied customers. Asking for references. Buying noises. I didn't know that. Wow, really? Interesting. It's in
keeping with what we have done. 19.5: Your ability to transform the signal into a purchase. Each of these warning signals can be turned into a closing question that will lead to a faster sale — if you do this correctly. You have been selling since you were a child! How many no's are you ready to take before getting a sale? Remember when you were
seven, in the checkout line with your mother at the supermarket checkout, and you asked her, "Mom, can I have this chocolate bar?". It's a closing question, if anything. "No," she answers. But you, the expert seller, ignore the first no and reply, "Please, can I have this chocolate bar?". Mom is a little upset now, with her mind focused on the cost of
groceries, she responds, "I said NO!". The second no is now safely crossed, and you respond: "Come on, go ahead, please!"Now, the Mom prospect is categorical: "No, no and NO!". The third no has come out, it's time to take the decisive blow. Let's try to find the objection here: "Mom, why can't I have a chocolate bar?". This is a classic example of a
direct question that goes straight to the real reason behind the three no's. How did you go about learning these sales skills so early in your life? "Because it's going to spoil your dinner," she replies, as one might expect. Now is your best chance. Overcome this objection, and it's in the bag (well, rather in the supermarket bag, in this case). "No, it's not
going to spoil it, Mom, I promise to eat it after dinner," answer with your most sincere tone. Mom is against the ropes now, ready to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in, but she is a prospect quite reluctant to give in the give
composed of whimpering and song. "Okay," she answers, "but you better eat it after dinner", to save face in front of the cashier, who smiles). WIN! You closed the sale and took only 5 no's to get there. You were expecting 10. You were possibly risking one or two spankings on the backside, and in some cases
throwing a fit in public. Think about that for a few seconds. When you were seven, you were seven were seven as the your seven were seven wer
plan. You are lazy, or just not prepared to close the sale. You fail to understand how to accept rejections. You fail to understand how to accept rejections are not accept to the fail to understand how to accept rejections are not accept to the fail to understand how to accept rejections. You fail to understand how to accept rejections are not accept to the fail to understand how to accept rejections are not accept to the fail to understand how to accept the fail to under
rules. You do not cooperate with others. You fail to deliver what you promised. You fail to deliver what you promised. You fail to deliver what you promised back to you. Lack of
persistence.18.5: You fail to establish and maintain a positive attitude. The first rule of life. There are also 4.5 degrees of failures: Failing to do your best. Failing to have a positive attitude. At what degree are you? 12 key attributes of client
serviceA commitment to client service by every employee of the company. An immediate response to the client (now, not tomorrow). Individuals taking responsibility for the needs of clients (employees do not blame each other). Doing what you say and following up immediately. Agreeing, and showing empathy with complaints and client
situations. Flexibility to serve the specific needs of individual clients (the ability to go beyond corporate policy). Allowing employees to decide. On-time delivery, program. Amazing people to serve clients and implement client service. Smiling when you talk
on the phone. I have a very mixed opinion upon reading The Sales Bible. At first glance, it seemed like a collection of commonplace, basic things, and categorical claims of Jeffrey Gitomer, who essentially says, "If you do not believe me and do not follow these tips, you are an idiot!". After the extensive and detailed studies of SPIN Selling on which all
the recommendations of the author Neil Rackham are based, it's shocking. Moreover, I considered all the numbered lists ending with X.5 to be boring after a while, and the author Neil Rackham are based, it's shocking. Moreover, I considered all the numbered lists ending with X.5 to be boring after a while, and the author Neil Rackham are based, it's shocking.
proven to be ineffective in SPIN Selling: finding techniques, the importance of first impressions, managing objections... In short, The Sales Bible seemed to me to be a collection of classic tips that can be found in the thousands of sales books that are accumulating dust in millions of libraries around the world. The only thing I saw that "The Sales
Bible" had to offer was a clearly engaging tone (though a little annoying at times) that I believe makes it more of a motivational book than a sales book. I somewhat changed my point of view when writing this summary (which allowed me to get deeper into Jeffrey Gitomer's thinking) and by talking about it with Josh Kaufman, the creator of the
Personal MBA. Indeed, we can roughly say that SPIN Selling is a book about selling strategy, while The Sales Bible focuses more on selling tactics. It is full of guidance, tricks, and tips that are very similar to advice given verbally. "The Sales Bible focuses more on selling tactics. It is full of guidance, tricks, and tips that are very similar to advice given verbally."
them all his/her old veteran tips and tricks, including his/her perception bias and his/her categorical claims. And it is by approaching "The Sales Bible" from this perspective that it unlocks all its wealth: a collection of guidance, tricks, and tips that sales representatives will draw on to solve specific problems, find inspiration, look for exercises to
improve. And above all, looking for motivational elements that fortunately the book abundantly provides us thanks to its engaging, challenging, and optimistic tone. The job of a sales representative is difficult because it requires knowing how to withstand a significant rejection rate without losing heart, and The Sales Bible will certainly lift the spirits
of any seller who will want to use it as a reference to return to whenever they become discouraged. In addition, The Sales Bible brings together in one place many reflections, methods, tips, and tricks on many aspects of selling, and is undoubtedly worth its weight in peanuts just by its side "encyclopedia" — the content presented in this review is only
a small preview of what the book contains. It's a bit like the "sales" version of How to Make Friends: a collection of precepts that seem basic, but are very powerful when applied on a daily basis. Combined with SPIN Selling, and taking into account the fact that the information it provides is supported by many rigorous studies, unlike "The Sales" version of How to Make Friends: a collection of precepts that seem basic, but are very powerful when applied on a daily basis.
Bible". The Sales Bible can, therefore, be a good book on sales tactics, motivating and stuffed with tips you will need to carefully pick out. In any case, a good read for all sales representatives and sellers. Strong points of The Sales Bible: Engaging and motivating tone Many, many techniques and lists covering numerous aspects of sales Very
practical Luxurious and beautiful form, which makes for a perfect case for the content Weak points of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually all of The Sales Bible: The advice given is mostly superficial Virtually superficial Virtually superficial Virtually superfici
pretentious and annoyingNo French translationMy rating: Have you read "The Sales Bible"? How do you rate it?Read more reviews on Amazon about "The Sales Bible" Buy on Amazon "The Sales Bible"?
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