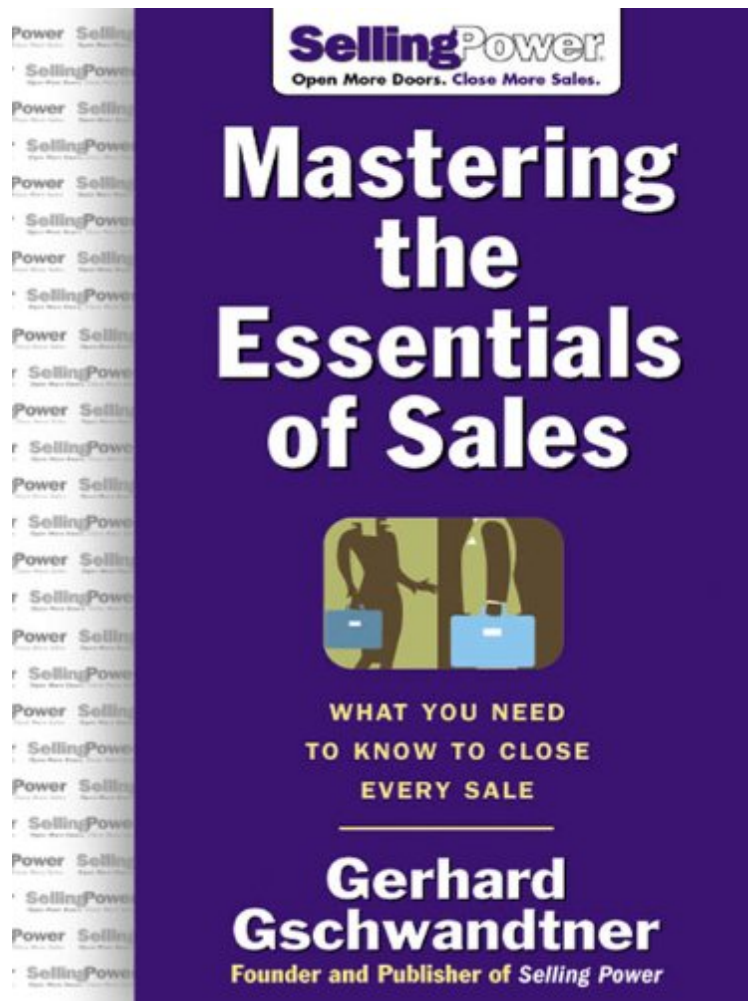


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## Mastering The Essentials of Sales: What You Need to Know to Close Every Sale (SellingPower Library)

*Gerhard Gschwandtner*

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3 of 3 people found the following review helpful. Reading for sales optimizationBy Helen MoriartyHave you been searching for practical knowledge that you can use to increase your sales? Search no more. Mastering the Essentials of Sales: What You Need to Know to Close Every Sale, by Gerhard Gschwandtner, founder and publisher of Selling Power magazine, imparts down-to-earth advice that gives you exactly what you need to improve your sales efficiency and effectiveness.Mastering the Essentials teaches powerful success lessons for both new and experienced sales

professionals. In 51 concise essays, the author covers everything from teamwork to professional development, from roadblocks to solutions, from gaining perspective to focusing on productivity. The fundamentals are the source of sales excellence, and Mastering the Essentials focuses on them. Read about the secrets of high achievers, how to create winning attitudes, and how to turn setbacks into comebacks. This reviewer found Mastering the Essentials to be eminently readable. I sat down and read the book cover to cover, but it can just as easily be read in snippets. The chapters are short, and are packed with sales know-how. The book would be a masterful addition to any salesperson's library. 0 of 1 people found the following review helpful. ONLY if you are BRAND NEW to sales!! By Ben Dover I was SO very disappointed in this book once I began to read it. I am used to HELPFUL books like Jeffrey Gitomer writes or the Great books on positive thinking... The Secret, As a Man Thinketh... etc I LOVE TO LEARN SOMETHING NEW EVERYDAY! This book is almost feasible for a high school graduate considering sales as a profession. It is SO basic it was almost embarrassing to read. SET GOALS? MAKE A PLAN? I mean, WOW, these aren't SALES basics, they're LIFE basics.... I was all ready to read some HOT NEW concepts and approaches to business to business sales, some solid stuff on evaluating and helping the customer meet their needs, or maybe some fresh perspective on the importance of THE SALE as a METHOD, and as a PROFESSION. NOT, be polite, be sincere, be helpful. WOW I THINK THESE are the basics of being NEIGHBORLY as in how you SHOULD treat your fellow man..... I didn't find ONE TIP or lesson on HOW TO SELL or the BASICS of SELLING or ONE piece of REAL LIFE example of a typical objection or request or concern or DAY IN THE LIFE. It TRULY is EXACTLY what the cover says it is..... EXCEPT not a lot to do about SELLING, only on the type of personality needed to even consider the sales profession. If you are looking for HELP, ADVICE, MENTORING on SALES, and you don't or can't get it from your management in your company, DONT BUY THIS looking for THAT. You do just as well to look up sales in the dictionary and BOOM, you'll have a definition of sales..... IF you want ANYTHING ELSE DONT DO LIKE I DID and waste EVEN the sales price for this book. I expected so much more coming from such an integral player in the sales field as the creator of SELLING POWER MAGAZINE? WOW HUGE disappointment

Go back to basics and soar to new heights of profit. This book takes you to the source of sales excellence: the fundamentals. A gold mine of practical wisdom for seasoned professionals and beginners alike, it helps you build a strong foundation in the basics from which to soar to dizzying new levels of professionalism and profitability. International sales guru Gerhard Gschwandtner draws upon his 30 years of experience and on the wisdom of legends from the worlds of business, sports, the military, science, and entertainment to deliver 51 concise essays that teach powerful success lessons. ASKING QUESTIONS "If you don't ask questions that lead to the customer's needs, you won't be needed by your customer or your company." RELATIONSHIPS "The quality of your relationship with your customer determines the profitability of the account." LEARNING "Set aside two hours every week for professional development. In three years you'll be far ahead of your competition." CASHING IN ON FAILURE "Failure is always a bitter medicine. We can either swallow the medicine so it can release its power, or refuse to take it and fail again."

From the Back Cover Ready to achieve record-breaking growth? Want to close more sales, build relationships with valued customers, and become indispensable to your customers and company? The most successful salespeople know that true excellence comes from mastering the fundamentals. Written by sales expert Gerhard Gschwandtner, this book offers an unparalleled opportunity to refresh and fine-tune your selling skills. Designed for the hard-driving professional on the go, Mastering the Essentials of Sales distills the wisdom of today's sales superstars into bite-sized lessons you can implement immediately. Learn how to: Harness the selling power of words Zero-in on customer needs Create trust Maintain a winning attitude Turn setbacks into comebacks Chart your performance Recession-proof your income About the Author Gerhard Gschwandtner has more than three decades of international sales and marketing experience. He is the founder and publisher of Selling Power, the world's leading sales magazine. For more books in the Selling Power Success library and information on the magazine, visit [SellingPower.com](http://SellingPower.com).