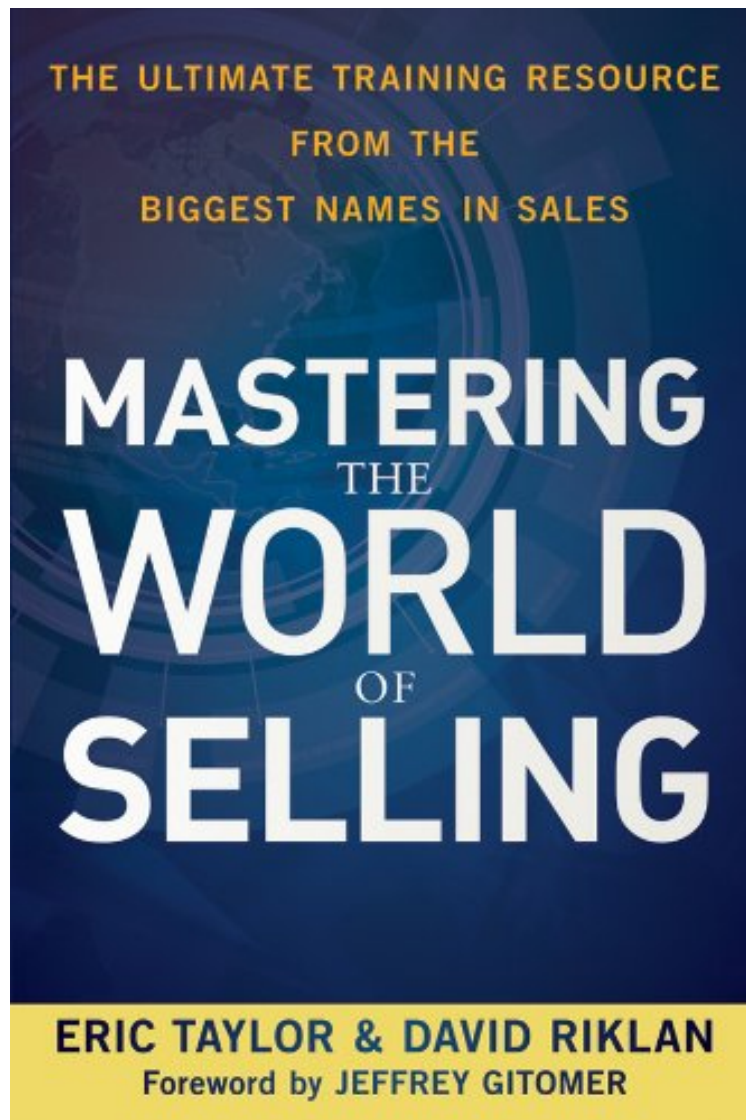


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## Mastering the World of Selling: The Ultimate Training Resource from the Biggest Names in Sales

*Eric Taylor, David Riklan*

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**Eric Taylor, David Riklan : Mastering the World of Selling: The Ultimate Training Resource from the Biggest Names in Sales** before purchasing it in order to gage whether or not it would be worth my time, and all praised Mastering the World of Selling: The Ultimate Training Resource from the Biggest Names in Sales:

2 of 2 people found the following review helpful. Great tips!By Roger DeLaughterThis is a great collection of tips from folks that make their living training sales men and women. Not everything is applicable to everyone but anyone

in sales will either find some great new ideas or be reminded of things they already knew - good reinforcement! For me, there were some interesting "ah-hah" moments. I'm in a transitional phase in my career and I found some great tips that will help me make the transition more easily. I've dog-eared my copy for quick reference as I go back through and make additional notes to develop strategies around things I think will help. I'm a follower of Ari Galper, of "Unlock The Game" fame. I heard about this book from an email I received from him. Ari's approach is somewhat non-traditional, but very effective. I was a little concerned that in a book like this, with dozens of contributors, many of whom espouse more traditional views, that the result would be a confusing mass of conflicting ideas. I was pleasantly surprised - and hats off to the authors and editors - that the book is a very cohesive collection with a lot of good advice. I also like that the authors put bio's for each contributor along with their contact information, additional books they have written, and their website address. This book doesn't give you enough depth to really take any of the suggestions to the next level but with the help of the bio's, it points you to places where you can get additional information. It's a great collection of tips and I highly recommend this to anyone in sales no matter where you are in your career, what you're selling, or how successful you've been in the field.

3 of 3 people found the following review helpful. Hundreds of great ideas ...

By Ron Bell what an awesome collection of ideas and concepts from dozens of sources. just in article alone I changed the way I was thinking about a client as well as an internal program. one key issue was around what is perceived as a reward and the element of scarcity. my operation is inside a prison facility so we are constrained from providing any incentives to the inmate employees -- no bonus, commission, deferred payout ... nothing -- I can provide them coffee. so applying just a few concepts meant I could be more effective for my clients as well as our internal operations. the authors have put together an incredible selection of contributors from multiple sources -- I don't think there's a modern or classic concept that is not covered somewhere in the book.

1 of 1 people found the following review helpful. Mixed Bag of Goodies with Knowledge to Burn

By Dshew This book is basically a mishmash of the good pieces from the individuals outlooks who contributed. As you would expect, the content is concentrated down like Cliff Notes. This is a great introduction to a variety of Sales Professionals, that you can use to find a mentor. By mentor I mean the writer (sales professional) who most intrigues you, or matches a style that you feel is comfortable and suitable to your respective industry. That being said, there is something to take away from all of the collaborators and overall its an enjoyable read that will catch you up on modern Sales Techniques, Dos and Don'ts, etc... Good book.

Of the 17 million people in the U.S. who are involved directly or indirectly in sales, many repeatedly acknowledge facing four major challenges: No prior sales education or training Lack of formalized sales training, resources, and methodologies provided by their companies Due to the recession and downsizing era, lack of 12-18 month professional sales training for new hires provided by Fortune 500 companies A consistent struggle to keep their sales force, distributors, manufacturers reps and affiliates motivated and focused on effectively selling their products and services Mastering the World of Selling helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world:

Acclivus\*AchieveGlobal\*Action Selling\*Tony Allesandra\*Brian Azar\*Baker Communications, Inc.\*Mike Bosworth\*Ian Brodie\*Ed Brodow\*Mike Brooks\*Bob Burg\*Jim Cathcart\*Robert Cialdini PhD\*Communispond, Inc.\*Tim Connor\*CustomerCentric Selling\*Dale Carnegie\*Sam Deep\*Bryan Dodge\*Barry Farber\*Jonathan Farrington\*Jeffrey Fox\*Colleen Francis\*FranklinCovey Sales Performance Solutions\*Thomas A. Freese\*Patricia Fripp\*Ari Galper\*General Physics Corporation\*Jeffrey Gitomer\*Charles H. Green\*Ford Harding\*Holden International\*Chet Holmes\*Tom Hopkins\*Huthwaite, Inc.\*Imparta, Ltd.\*InfoMentis, Inc.\*Integrity Solutions\*Janek Performance Group, Inc.\*Tony Jeary\*Dave Kahle\*Ron Karr\*Knowledge-Advantage, Inc.\*Jill Konrath\*Dave Kurlan\*Ron LaVine\*Kendra Lee\*Ray Leone\*Chris Lytle\*Paul McCord\*Mercuri International\*Miller Heiman, Inc.\*Anne Miller\*Dr. Ivan Misner\*Michael Macedonio\*Sharon Drew Morgen\*Napoleon Hill Foundation\*Michael Oliver\*Rick Page\*Anthony Parinello\*Michael Port\*Porter Henry\*Prime Resource Group, Inc.\*Neil Rackham\*Revenue Storm\*Linda Richardson\*Keith Rosen\*Frank Rumbauskas\*Sales Performance International, Inc.\*Sandler Training\*Dr. Tom Sant\*Stephan Schiffman\*Dan Seidman\*Blair Singer\*Terri Sjodin\*Art Sobczak\*Drew Stevens, PhD\*STI International\*The Brooks Group\*The Friedman Group\*The TAS Group\*Brian Tracy\*ValueSelling Associates\*Wendy Weiss\*Jacques Werth\*Floyd Wickman\*Wilson Learning\*Dirk Zeller\*Tom Ziglar\*Zig Ziglar

About the Author Eric Taylor is the President and Chief Collaboration Officer of Empowerment Group International. Eric speaks, trains, and coaches at some of America's most respected companies on the topics of sales, leadership, employee motivation, and personal development. David Riklan is the founder of SelfGrowth.com, the #1-ranked self-improvement Web site on the Internet, and President of Self Improvement Online, Inc., a company that specializes in publishing information on self-improvement, business, and natural health on the Internet.