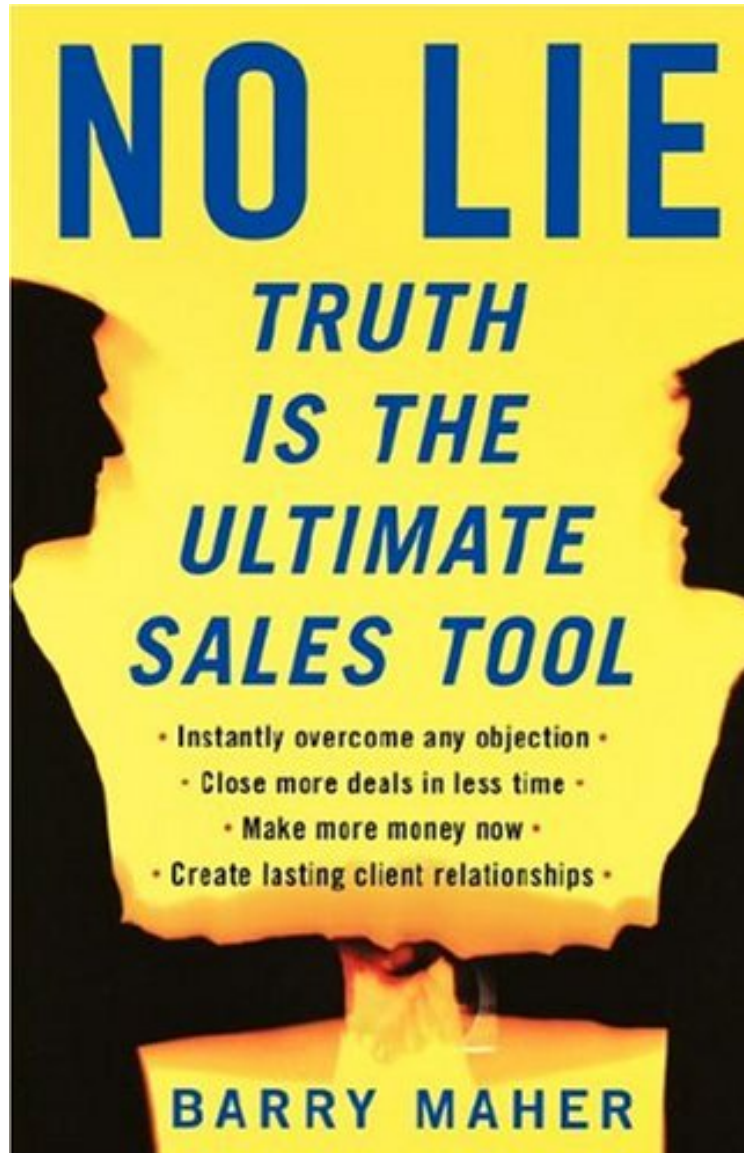


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No Lie - Truth is the Ultimate Sales Tool

Barry Maher

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Barry Maher : No Lie - Truth is the Ultimate Sales Tool before purchasing it in order to gage whether or not it would be worth my time, and all praised No Lie - Truth is the Ultimate Sales Tool:

1 of 1 people found the following review helpful. Guilt-free sellingBy Roy SolimanThe reason Maher scored a 5 is that if you're in sales even if it's just in the form of selling your ideas, vision or yourself you should read this book. It's by no means a definitive guide, but it is a must read.When I first started in sales I was shocked to find my fellow salespeople, who considered themselves honest, fabricating stories to enhance perception or to create buying pressure.This book gave me the confidence to sell strongly while maintaining complete integrity - without the need for

ANY fabrication. Maher even shows a powerful, audaciously truthful way to close on the first appointment. For me it wasn't so much about learning to build trust, developing a set of closes or techniques for presenting - although these are included in the book and are crucial for sales. For me, it was much more about striking a balance between loving the truth and actually earning serious dollars. (I once told my sales manager "I'd rather lose my job than lie"). Make Barry Maher more money so he can give you some tools to becoming a better salesperson - buy this book right now. 0 of 0 people found the following review helpful. Excellent Book on Sales By Professor M.S.Rao, International Leadership Guru and Author of 36 Books on Leadership The examples and illustrations in this book are truly amazing. It is a great book on sales. 1 of 1 people found the following review helpful. A revolutionary, honest approach to selling and selling more By A Customer If you sell anything to anyone, this book is well worth checking out. I've seen the author speak and the book lives up to all my expectations, which were very high. Highly recommended for everyone from sales pros to beginners to those who aren't salespeople who just sometimes need to sell something to someone.

A top Fortune 500 sales trainer shows how to transform the ugly truth into beautiful sales No Lie--Truth Is the Ultimate Sales Tool introduces salespeople to a powerful new approach to winning customers' trust instantly and selling more, more, more. Drawing upon his years of experience training sales forces at Xerox, American Express, PepsiCo, Verizon, and other top shops worldwide, guru Barry Maher explains why the most effective salespeople know how to transform their product or service's negatives into positive selling points, or even bragging points. Using fascinating and instructive real-world examples, he describes six proven strategies that let readers: Win customer trust, instantly, by telling the whole truth about a product Use that trust to transform a negative into a powerful selling point Compare a product's shortcomings with a competitor's advantages and come out on top Convince potential customers that a product's negatives translate into greater success and satisfaction

From the Back Cover Transform the ugly truth into beautiful sales