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## Sales: Fast Track to Success: Fast track to Success ePub eBook

*John Mactear*

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GET THE RESULTS YOU WANT IN SALES. FAST. Today's successful salespeople sell solutions to their customers, rather than push products at them. To do this well you need a diverse range of skills. You need sharp business skills or else you'll make few or poor sales and negotiating skills for the same reason. You need to be an excellent communicator, have a healthy level of confidence and be able to develop a feeling of empathy and rapport with the people you meet as you pursue sales. You need to be able to understand your customer's needs and wants, design a tailored solution for them and explain exactly what benefits they will derive from it. Fast Track to Success: Sales helps you do this by giving you an overview of best practice in all aspects of sales, along with practical advice on how to lead and manage a sales team. This practical, career-oriented book gets you up to speed on sales quickly. It gives you: Sales in a nutshell - a series of frequently-asked-questions to give you a concise overview of the subject The top 10 tools and techniques you can use to help you develop your approach to successful selling Simple checklists to help you identify the strengths and weaknesses of your capabilities and those of your team Advice on leading your team - how to decide your leadership style and build your team Tips on how to progress your career, whether it's your first 10 weeks in the job or whether you're looking to get right to the top Don't get left behind, set out on the Fast Track today. For more resources, log on to the series website at [www.fast-track-me.com](http://www.fast-track-me.com). EVERYTHING YOU NEED TO ACCELERATE YOUR CAREER The Fast Track books provide you with a complete resource to get ahead as a manager - faster. They bring together the latest business thinking, cutting edge online material and all the practical techniques you need to fast track your career. Specially designed to help you learn what you need to know and to develop the skills you need to get ahead, each book is broken down into 4 key areas: Awareness - find out where you are now and what you need to do to improve Business building - the tools and techniques you need to build up your skills Career development- learn the steps you should take now if you want to get ahead Director's toolkit - tips to get you to the top. And make sure you stay there! Fast Track features include: The Fast Track Top 10 - a concise, cutting edge summary of the information you need to shine Quick Tips and FAQs - a short cut to practical advice from people who have been there before you and succeeded Real life stories to give examples of what works - and critically, what doesn't Practical career guidance including a framework of objectives for your first 10 weeks in a new role Expert Voices - to give you the state of the art view from today's leading experts Visit the companion web-site [www.Fast-Track-Me.com](http://www.Fast-Track-Me.com) to learn more about the books and explore the business methods, tools and techniques contained in each book - log on now to get on the Fast Track today. About the authors John is a Senior Management Consultant with Mercuri International, one of the world's largest sales consultancies. At Mercuri he is actively involved with selling as well as developing and delivering sales and sales management training workshops to companies across all industries around the world. He has 25 years experience in selling to SMEs as well as the world's largest multinationals in Europe, North America and the Middle and Near East. Having lived in North America for over 10 years, he brings the best in sales techniques from both sides of the Atlantic. He has worked in front line sales, led international sales teams and inspired third party distributors. John has also run international business redesign projects and has over five years in Marketing Director roles. He gained a B.Sc at Southampton University in 1981.

From the Back Cover GET THE RESULTS YOU WANT IN SALES. FAST. A key differentiator of your company and its products and services is how your salespeople behave during customer interactions. You need sharp business skills, excellent communication and the ability to develop a rapport. You need to go beyond understanding your customer's needs and wants by gathering real insights and developing tailored solutions. Fast Track to Success: Sales will teach you the key skills you need to excel in sales and accelerate your career development. It includes: Sales in a nutshell - a series of FAQs to give you a concise overview of the subject The top 10 tools and techniques to develop your approach to sales Advice on leading your team - how to decide your leadership style and build your team Simple checklists to help you identify the strengths and weaknesses of your capabilities and those of your team Tips on how to progress your career, whether it's your first 10 weeks in the job or whether you're

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