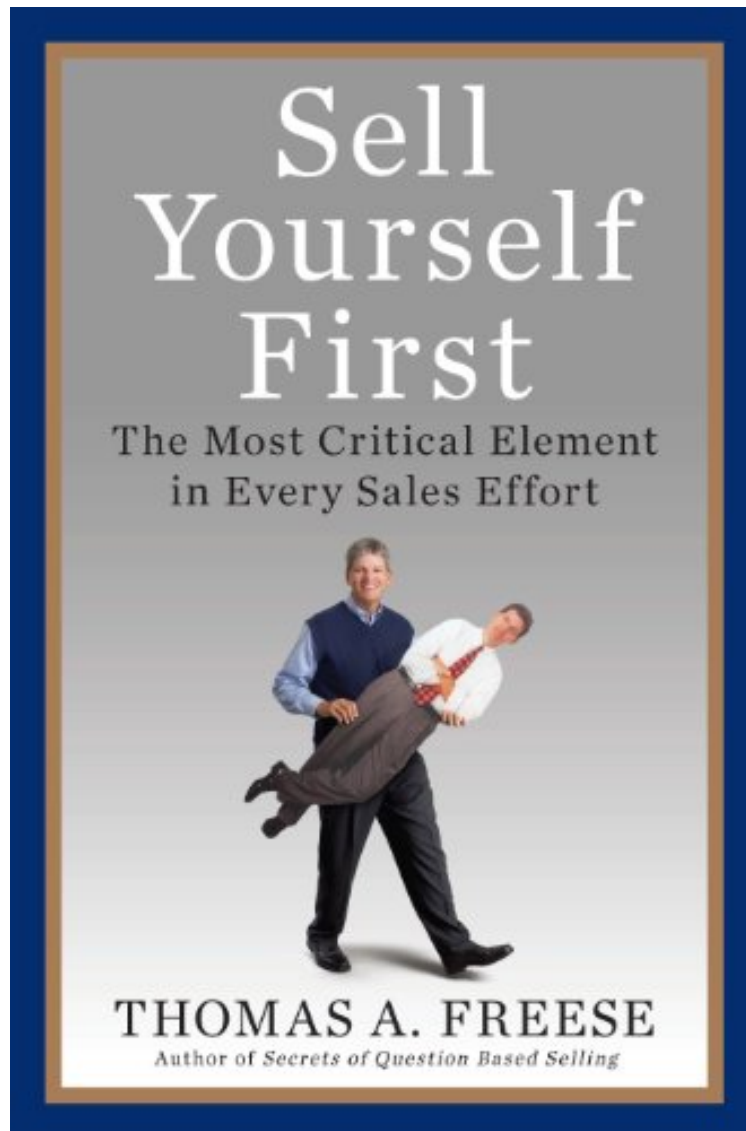


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## Sell Yourself First: The Most Critical Element in Every Sales Effort

Thomas A. Freese

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**Thomas A. Freese : Sell Yourself First: The Most Critical Element in Every Sales Effort** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sell Yourself First: The Most Critical Element in Every Sales Effort:

4 of 4 people found the following review helpful. Tom Delivers Again...By A YouThere's a real challenge in the world of sales training information today, people have so much to choose from..I've taken strongly to Tom's approach of "Question Based Selling." Although still very early in my sales career, I've looked for strong resources and applied an ethic and focus of ideas to constantly improve my results. Naturally I'm always looking for better approaches/more

effective selling strategies. As of today, Tom's 1st book "Secrets of Question Based Selling" has been the foundation that's allowed me to climb to the top on my sales team and stay there. Naturally when this edition came out, I was hungry and excited to take on more from Tom's genius. This book has tremendous value and dives into what it really takes to sell in today's competitive marketplace. He builds on the idea of selling yourself by differentiating yourself as with customer focus instead of pushing your product into your prospect. There's great dialogue and examples that help break down important these important strategic points. All and all "Selling Yourself First" has been a brilliant resource that has strengthened, rather than overloaded my knowledge pool with new and relevant teachings to keep me on top of my sales game. A solid release worth every penny. 4 of 5 people found the following review helpful. Is there an editor in the house? By Kindle Customer I've read the author's previous work, QBS, and am making my way through his new book. He has some truly valid points and his examples of seller-buyer conversations are helpful. I'd say the content of the book is worth 4 or 5 stars. The writing, however, makes me absolutely bonkers. Just as was the case in his previous book, the author repeats the same things over and over and over and OVER; it's blatant filler. This stuff is not rocket science and therefore doesn't need to be belabored ad nauseam. The problem is that if he would just get to the point, we would have a very thin (yet valuable) book indeed. I recommend this book and its predecessor if you're able to read quickly/skim material so you can zip through the filler and get to the good stuff. 0 of 0 people found the following review helpful. What all sales pros should know. By Jorick Gaines What selling really is, asking for the purpose of helping the prospect get what they want and need. Great insight as to what it takes to succeed as a sales professional.

Today more than ever, the biggest thing that separates you from your competitors is you. According to Thomas A. Freese, whose Question-Based Selling system has been adopted and implemented by thousands of salespeople in companies all over the world, YOU are the biggest differentiator between you and your competitors. Given the current business climate, sellers should no longer count on their product or service to sell itself because their toughest competitors are out there with similar products they claim are better. Instead, it's more likely that in closely contested sales, the decision will come down to whichever salesperson offers the best service, is the most responsive, or displays any number of other highly intangible attributes, such as credibility, expertise, helpfulness, and integrity. The challenge for sellers is to convey these qualities in a way that promises value to customers. Freese explains how to maximize a value proposition and ultimately win more sales through strategies that include: ? managing conversational dynamics ? influencing the customer's buying criteria ? justifying costs ? creating curiosity about your product

From Publishers Weekly Freese (Secrets of Question Based Selling) shows salespeople how to gain an advantage over their competitors by polishing their presentation in this meandering, lackluster guide. Freese focuses on developing a repeatable formula for selling yourself that centers on soft sales skills including establishing credibility, forging and using relationships, differentiating solutions, and justifying costs. He also includes a useful chapter on selling yourself at a job interview. Most of the advice is common sense and merely gives old practices with unfortunate corporate-speak labels--questions that elicit predictable answers from customers that open the way for a more detailed conversation are rebranded "mini-invitations." Experienced salespeople will recognize these tactics if not the jargon that Freese employs; neophytes might find useful if not groundbreaking wisdom that will allow them to tweak their delivery and may improve their sales potential. (Dec.) (c) Copyright PWxyz, LLC. All rights reserved. About the Author Thomas A. Freese is the founder and president of QBS Research, Inc., and the author of five books, including Secrets of Question Based Selling. He has been featured in numerous articles and is considered to be one of the foremost authorities on sales effectiveness, buyer motivation, and competitive positioning strategies.