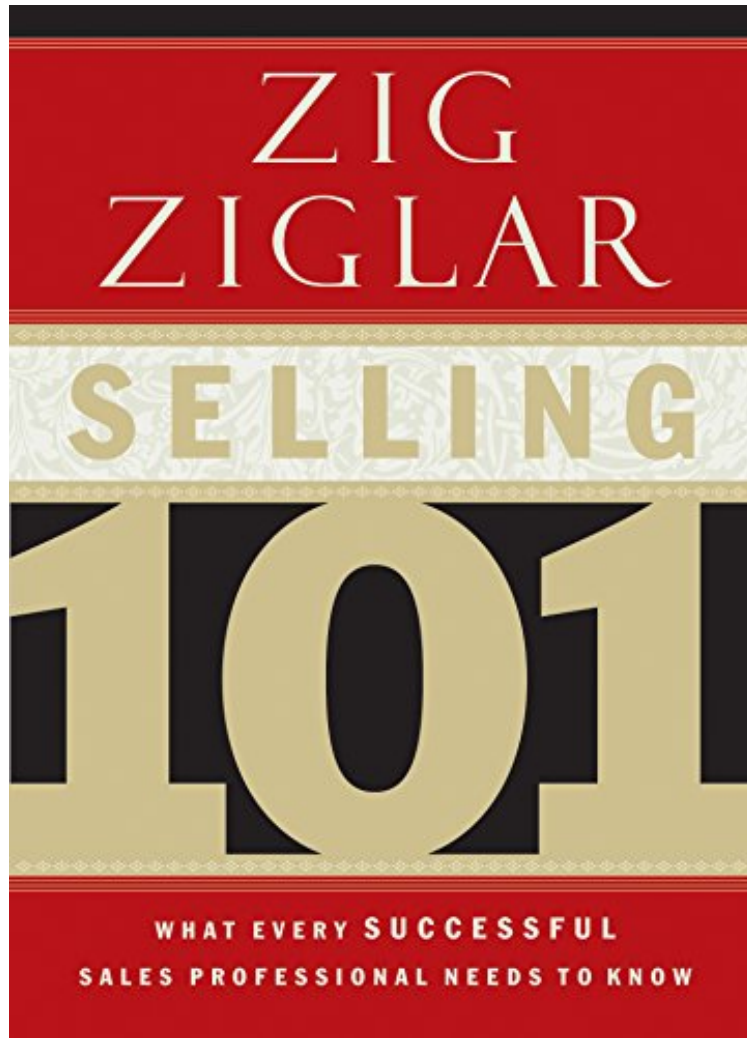


# Selling 101: What Every Successful Sales Professional Needs to Know

*Zig Ziglar*

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**Zig Ziglar : Selling 101: What Every Successful Sales Professional Needs to Know** before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling 101: What Every Successful Sales Professional Needs to Know:

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back of your head at all times is a nice plus. I personally felt like the book wasn't anything you couldn't get from research online, but this book makes it feel personal and relatable, which is nice! Overall I would recommend this book for its price and it is a very quick read. 0 of 0 people found the following review helpful. Easy to understand and shares what professional salesman is all about. By Andrew I choose five stars, because its easy to understand, clear and concise language. It also provides with examples, scripts to use and some action exercise. Sometimes had the feeling, that author Zig Ziglar knew exactly what i was thinking while i was reading the book. I liked the book, and will read it again, and then again. It showed that you are really serious to have an impact to the well being of people you can improve other peoples lives. I would recommend it this book, to everyone saleperson, for the new salespersons to know what selling profession is all about, to the already sales professionals to remind what the selling really is, and read now and then to keep in mind what is most important about selling process, when its starts and when it truly ends.

Here in a short, compact and concise format is the basics of how to persuade more people more effectively, more ethically, and more often. Ziglar draws from his fundamental selling experiences and shows that while the fundamentals of selling may remain constant, sales people must continue learning, living, and looking: learning from the past without living there; living in the present by seizing each vital moment of every single day; and looking to the future with hope, optimism, and education. His tips will not only keep your clients happy and add to your income, but will also teach you ideas and principles that will, most importantly, add to the quality of your life. Content drawn from Ziglar on Selling.

About the Author Zig Ziglar, one of the most sought-after motivational speakers in the country, delivers his message of humor, hope, and enthusiasm to audiences throughout the world. He is chairman of the Zig Ziglar Corporation, whose mission is to equip people to more fully utilize their physical, mental, and spiritual resources. His client list includes thousands of small and mid-sized businesses, Fortune 500 companies, government agencies, churches, and nonprofit associations.