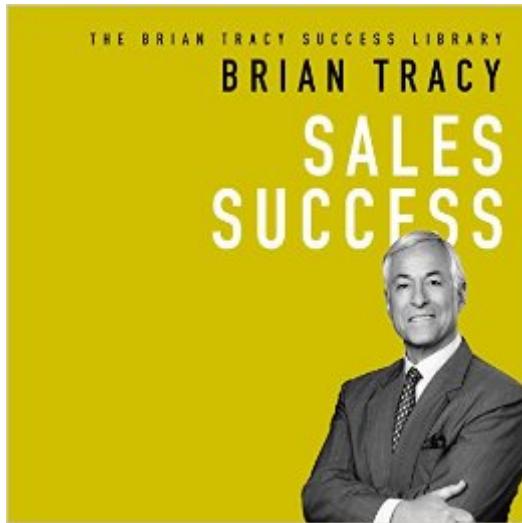


The book was found

# Sales Success: The Brian Tracy Success Library



## **Synopsis**

Eighty percent of all sales are made by just twenty percent of sales people. What's surprising to discover is that those top professionals perform only a bit better than their peers in certain critical areas. By excelling in these capabilities, you can earn money faster, have more success, and gain greater career satisfaction than you ever thought possible. In this most informative guide, sales trainer extraordinaire Brian Tracy reveals how anyone can get that winning edge. He shares 21 tried-and-true techniques to:

- Set clear goals--and achieve them
- Develop a sense of urgency and make every minute count
- Stay motivated
- Know your products inside and out
- Analyze your competition
- Identify competitive advantages
- Develop your sales strategy
- Find and quickly qualify prospects
- Create rapport early and build trust
- Understand the three keys to persuasion
- Master the elements of an effective presentation
- Use the power of suggestion
- Establish 'megacredibility'
- Overcome the six major objections
- Ask for action
- Advance your career by following up

Packed with proven strategies and priceless insights, this informative audiobook will help you take your sales game to unprecedented new heights.

## **Book Information**

Series: Brian Tracy Success Library

Audio CD

Publisher: Your Coach In A Box; Unabridged edition (June 23, 2015)

Language: English

ISBN-10: 1469092611

ISBN-13: 978-1469092614

Product Dimensions: 5.2 x 0.8 x 5.8 inches

Shipping Weight: 2.4 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (4 customer reviews)

Best Sellers Rank: #1,641,889 in Books (See Top 100 in Books) #96 in Books > Books on CD > Business > Sales #1179 in Books > Books on CD > Business > General #1718 in Books > Books on CD > Health, Mind & Body > Self Help

## **Customer Reviews**

Another hit from the Tracy Success Library This book is the latest addition to the Tracy Success Library. I have found all of these books very valuable and this one is no different. In fact this small volume would make an excellent addition to any sales person's library. In only a little over 100 pages Tracy hits just about everything you need to succeed in sales. He covers all phases of

successful selling from developing an ideal customer profile, to prospecting to cold calling to making the first sales call to the sales pitch to closing the sales to keeping the customer once you have made the sale. It's all here in 21 easy to read and understand short chapters. Tracy gets right to the point which is what I really like about reading his books. He doesn't feel the need to pad his pages by saying the same thing five different ways. He just gets right to the point. Chapter seventeen which is about closing the sale has the best advice I've seen yet about doing just that. In fact I can picture any of us reviewing this chapter in the car before going into visit that customer with your goal being to close that big order. He lists five closing questions to pose to your customer on your way to making the sale. The Preference Close: "Which of these two choices do you prefer?" • The Invitational Close: "I invite you to try it out for a week." • The Directive Close: "Okay then the next step is..." • The Authoritative Close: "Just sign here and I'll take care of the details." • The Secondary Close: "When would you like to take delivery?" • So if you are in sales you need this book. If you know someone in sales they need this book. It will be the best money you've spent on your career this year.

As usual the Brian Tracy books are awesome.

Probably the best and most astute writer in the field of business.

Good

[Download to continue reading...](#)

Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) Sales Success: The Brian Tracy Success Library Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) Negotiation: The Brian Tracy Success Library Delegation and Supervision: The Brian Tracy Success Library Brian Tracy's Eat That Frog! Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call) Sales Success: Motivation From Today's Top Sales Coaches (Audio Success) Life Insurance Sales Success Formula: A Comprehensive Guide to Building a Successful Life Insurance Sales Career Overcoming Top Sales Objections: How to Handle the Most Difficult Sales Objections to Closing a Sale, Made for Success Thunderbirds: Tracy Island's F.A.B. Book of Cross-sections

Complete Chester Gould's Dick Tracy Volume 21 Painted Alive: The Fine Art Bodypainting of Craig Tracy The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales Vacation Ownership Sales Training: The One-on-One Successful Training Guide for the First Year of Timeshare Sales ASAP Accelerated Sales Action Plan: Professional Sales Agent Version Life Insurance Sales Ammo: What To Say In Every Life Insurance Sales Situation The Sales Playbook: for Hyper Sales Growth Technical Sales Tips: Time Tested Advice for Sales Engineers, Technical Account Managers and Systems Consultants Stephan Schiffman's Telesales: America's #1 Corporate Sales Trainer Shows You How to Boost Your Phone Sales

[Dmca](#)