



Exactly How to Stop Being a Little Bitch and Sell Anything in 5 Easy Steps

Dan Goldberg

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The sales world is becoming more competitive as days go by, and closing your first sale is going to be much harder than before. Because of this, you are probably looking for a sales book that will help you sell your product easily. You may have already come across some but found the techniques too general and not applicable to you or your clients. No need to worry; you have found the book you're looking for! Straightforward and simple, this one of a kind sales training guide will give you a unique perspective on how to learn the best sales techniques by developing your own selling style.

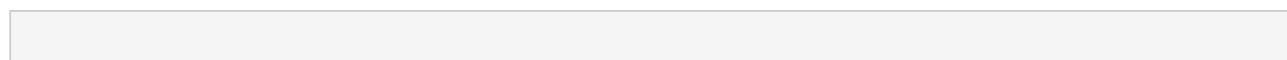
Instead of just enumerating general tips on how to become successful in sales, this book summarizes a complete process that you should undertake, if you want to be able to sell anything. Sales training nowadays has become a list: do this and don't do that, or be this and don't be that, etc. One thing that most sales books lack is the recognition of your own pre-sales self.

Before you ever thought of venturing into sales, you already have a set of skills, notions, attitudes, and predispositions. Do you need to change all of those? Is your current mindset preventing you from being a successful salesperson? This book will provide answers to those questions and more! It will take you through a journey to sales excellence.

You will learn that you do not need to fall under the sales person stereotype, which is "super-friendly, overly optimistic, always dressed-to-kill and deceitful manipulators". You can continue being yourself with just a little change in attitude. Sales expertise is not about deception or manipulation. It is about mastering your product, knowing your clients, and improving yourself.

Here is a preview of what you will learn:

- How to become the "sales person you'd like to buy from" by understanding yourself and setting the right attitude
- How to leave a good impression by dressing appropriately, honing your communication skills, and building your confidence
- How to achieve product mastery by learning every aspect of the product you are trying to sell, as well as ways on how you can learn it, aside from your initial product training
- How to learn more about your target market and your prospect clients: the things they need, the things they want, and their priorities
- How to develop effective sales strategies that fit your clients' needs and learning the importance of following the fundamental process of closing a sale including: catching your clients' attention, building their interest and desire, validating their desire, convincing them to take action and finally closing the deal
- How to sell anything by applying psychosocial phenomena and concepts that were observed by experts, and were used as the underlying concepts by successful sales people around the world, and much more!



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