

The BIG Green Book On Sales



Take it from someone who has been in sales for over 30 years, this little book is stuffed with helpful insights for the new sales person and very good reminders to get back to the basics for us old timers. It is a useful tool for anyone in any level of sales. Doug Proffitt VP Sales NOA Medical, Inds THE BIG GREEN BOOK ON SALES is indeed BIG. I found this book to be a great tool to my career. It is very user friendly. I particularly like the chapter Winning Attitudes I cant help myself nodding and agreeing to what Sam wrote; the one resource that will never depreciate the one resource that you will always possess and that no one can take away from you= YOURSELF that is true. And being yourself when youre selling helps you. Trusting yourself makes the customer trust you as well. The book is more than techniques about selling. It is about the ethics and how you can build your desire to sell with the right attitude. Fiona Yu -Publishing Consultant This is not a text book but rather a philosophy of selling written in easy reading form, based on three major rules that help build long lasting customer relationships. The enthusiasm of the author for the profession of selling provides a basic guide based on his vast experience, proving that it doesnt matter what product you represent as long as it is presented well. Focus is brought to the knowledge of the customers business, effective super charged customer service and the handling of objections which when initiated can create a win win situation, improving the bottom line of both buyer and seller. A great read for both the novice and seasoned salesperson. Victoria Nicholas VP Sales Great stories to give a person new to the world of sales, a feel for time tested methods for success. An easy and informative read that even the most experienced salesperson will benefit from. Brian Bena Vice President Vandevanter Engineering

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