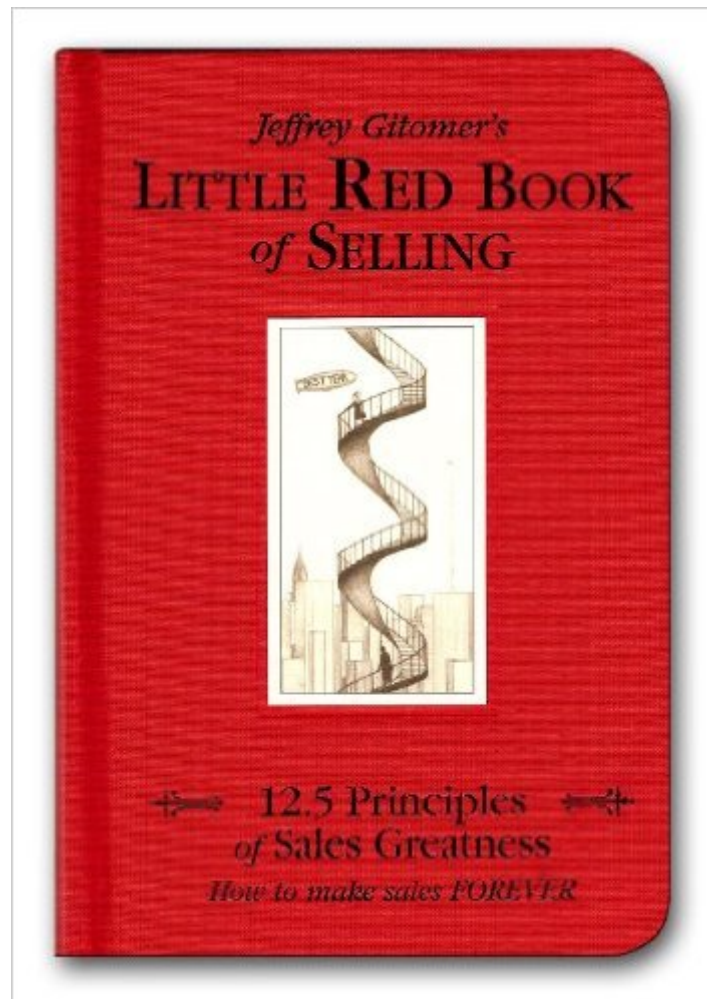


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# Little Red Book Of Selling: 12.5 Principles Of Sales Greatness



## Synopsis

Salespeople hate to read. That's why Little Red Book of Selling is short, sweet, and to the point. It's packed with answers that people are searching for in order to help them make sales for the moment—and the rest of their lives.

## Book Information

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Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (424 customer reviews)

Best Sellers Rank: #4,125 in Books (See Top 100 in Books) #22 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#) #40 in [Books > Business & Money > Marketing & Sales > Marketing](#) #1242 in [Books > Reference](#)

## Customer Reviews

This book is one of dozens out there that should go in the motivation section rather than the sales section. If you need motivation, this book is great. But if you are looking for solid advice on how to improve your sales technique, don't waste your money. The book is littered with cute phrases like "Kick your own ass", and "the more you love it, the more you will sell". I bought the book because there are small nuggets of good information in it. I kept it because I know someday I will need motivation. But I quickly became tired of "Rah-Rah, I'm the best salesman ever, and you suck unless you work harder." Don't get me wrong, everyone could stand to work harder. But that wasn't what I was looking for. If you want motivation, read this book. If you want solid sales advice, read "SPIN Selling", or "Soft Sell".

Mine is obviously a dissenting opinion, but I vehemently disliked this little book. As one of the previous reviewers so aptly pointed out, it is not about selling, it is about personal motivation. If you need somebody to tell you the obvious things you need to do to be a successful sales person, then this book may help you. But if you're interested in learning about the sales process, there's just not much here. The bombastic and cutesy writing quality is a big put-off for me, from the numbered lists

that all end in ".5" to the use of semi-outrageous language. The author warns his readers that, "This book contains language used by real people used in real situations in sales." I don't know what crowd he is selling to, but I have been in sales for thirty-five years and I don't recall anyone ever using the word "puke" in a business conversation. The author must really like that word, as he overuses it throughout the book. My biggest disappointment was that he actually hooked me in the introduction with the concept that we really should be studying how customers buy rather than how salesmen sell. That seemed like a clever and viable way to look at the selling/buying process, but there was unfortunately no follow up on that idea throughout the remainder of the book. If you're trying to pump yourself up or have work ethic issues, then maybe it's worth the purchase, but if you appreciate good writing and thoughtful analysis, don't waste your twenty bucks.

I have been in sales for at least seven years full time as an Executive Search Recruiter in the US, Japan, and New Zealand. I am a big believer in personal development and so I have read my fair share of sales books. To be honest there are books that forget to tell you that it will be difficult and take time to grow your business and ability but Jeff Gitomer's book does neither of these things. He is brutally honest and at the same time inspirational in his goal to make you the best salesperson you can be.... for life. This is not a book for people who need a quick fix to get them out of a slump or to even convince them that a sales career is for them. Jeff's main focus is on techniques and attitude to be the best. Not half way there, but the very best. He doesn't prescribe shortcuts although you can take pieces of his advice and use them the next day, ultimately he is suggesting you take the time to put your heart into your work for a lifetime. It is a concept that people who go to work for a pay check may really struggle to put into practice for an employer, but for business owners and those who want to push themselves for lifelong sales and professional achievement then I highly recommend this book to you.

Some of this stuff isn't practical, like having your kid leave voice mail messages for hard to reach prospects (note to Jeff...it didn't work!). However, the section about power questions was right on the money. 95 percent of all salespeople ask stupid, pointless questions. Power questions work. A strong 3 1/2 stars. Not the best I've read, but worth the \$\$\$.

I'm sure Mr. Gitomer is a good salesman since he, after all, managed to sell me his book. But he's not a good author and his book is not worth the time. His practical advice ranges from things like "don't whine", "buy your own laptop if your company won't buy you one" to "stay up late to prepare

for next day instead of watching TV."Maybe there is some good advice in this book for children selling lemonade down the street, but its a joke for any true Sales/Marketing professional. There are tons of better books out there, don't waste your time on this one. For good books on complex sales, try "Solution Selling" by Bosworth or "Hope is not a strategy" by Page. They lay out a proven, scientific and structured approach to the entire sales cycle. My company uses it routinely to great effect.

Solution Selling: Creating Buyers in Difficult Selling Markets  
Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale

I bought this book because I work in a showroom designing and selling kitchens. I was looking for any tips that might help me close more sales. I found that the book was very informative but it didn't hold my attention because it was almost exclusively about how to be prepared for outside sales appointments and how to be successful making cold calls.

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