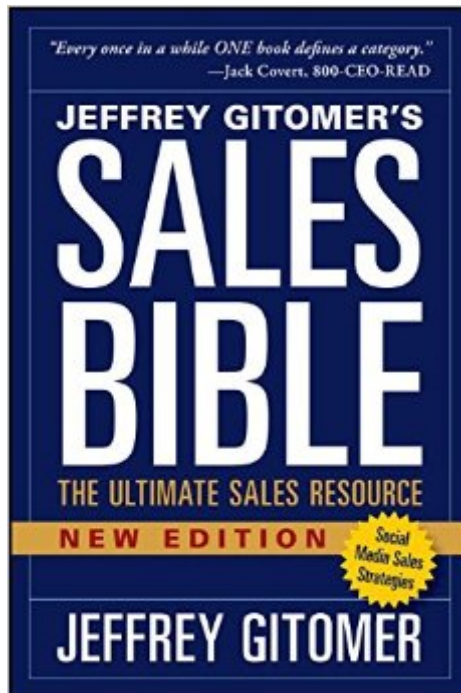


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# The Sales Bible, New Edition: The Ultimate Sales Resource



## Synopsis

The Sales Bible softbound “ NEW EDITION WITH SOCIAL MEDIA ANSWERS Global sales authority Jeffrey Gitomer’s bestselling classic, The Sales Bible, has been updated and appended in this new edition, offering you the ultimate sales methods and strategies that really work ” every day, in real-world selling situations. With over 200,000 copies of the previous editions sold, The Sales Bible was listed as one of "The Ten Books Every Salesperson Should Own and Read" by the Dale Carnegie Sales Advantage Program. Jeffrey Gitomer’s column, "Sales Moves," and blog, "SalesBlog.com" are read by more than four million people every week. His customers include Coca-Cola, BMW, Kimpton Hotels, Hilton, Wells Fargo Bank, IBM, Enterprise Rent-A-Car, Hewlett Packard, and hundreds of others. The Sales Bible is your personal, trusted, authoritative resource to reach your sales potential and shine like a star. Accept no substitutes. Here are a few highlights:

- The 10.5 Commandments of Selling Generate leads and close sales in any market environment
- Find 25 proven ways to set hard-to-get appointments
- Use top-down selling to fill your sales pipeline with prospects who are ready to buy now
- Ask the right questions to make more sales in half the time
- How to use the top social media platforms to create inbound leads and prove value

The Sales Bible has helped tens of thousands of salespeople all over the world reach their potential and close the deal ” and it can help you. So what are you waiting for?

## Book Information

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## Customer Reviews

I am a district sales manager and my team was given a copy of this book. It is well written and very easy to read even by team members that may not like to read. It is broken down into simple short chapters and it has some very good ideas for selling, getting to the decision-maker, and closing

business.

The Sales Bible is a very comprehensive book that covers all aspects of the sales cycle. Whether you work in a large company with a rigid sales process or a small company selling new products this book will help. I haven't read any of Gitomer's other books and found this one to be the latest; hence why I bought it. Generally what I have found with authors is that they incorporate all the relevant and good aspects of previous books into the latest book. It is a fairly easy book to read as it introduces the topic, sets out the typical rules, commandments or areas of focus in bullet points and follows up with a number of examples. My one criticism would be that these rules tend to be repeated across the chapters. I like to highlight and take notes in books, therefore the duplication became quite frustrating. With that being said, depending on the reader this could be a good thing for reinforcement of the theory. It is certainly a book anyone can read, including an experienced sales person, as there are plenty of points to read and reflect on. It really is a bible on the sales process and a great resource to use over and over again. Three key takeaways from the book: 1. How important humour is in the sales process. Using humor at the right time and in the right situations is critical for developing relationships and rapport with your customers 2. You will fail if you don't do your best, learn the science of selling, accept responsibility, meet a quota/goal or have a positive attitude 3. Avoid using these words in the sales conversation: 'Honestly', 'Truthfully', 'Frankly', 'Quite Frankly' and 'And I mean that' etc.

I'm a nut for sales books and courses. This book has a lot of collective wisdom, but I felt it was a bit like reading a collection of field notes on selling. I evaluate sales books against the methods I learned from Bill Bishop's SALES CLOSING POWER (not JD Douglas's book of the same title), which is about 100 times better than the relatively brief coverage of the all important subject of closing found in the chapter on closing in this book. I do agree with Gitomer that it's very helpful to sort of turn yourself into a non salesman. The trick is how to do that and yet still be able to close the sale. The essence of selling really is in helping people buy vs. selling them, but Gitomer is a bit weak on exactly how to do that. I'd give this book an extra star or even two if it was a) better written b) had more material on closing the sale.

Why I never read any of Gitomer's stuff before is a mystery. I started with the little book of closing and was so impressed I gave it to a colleague and then promptly re ordered a new one. I figured why not grab this one while I'm at it. Smart choice. Bible is not an understatement, no offense to any

religion. Its completely awesome and needs to be read, re read, and referenced.

This book gives the 10 commandments of sales for a person to learn in order to create successful sales habits. It does not necessary give you a clear direct tip or even tells you what you have to do in order to close a sale blindfolded but it does give some idea on what you have to look out for.

A smart person can make a FORTUNE with the information in this book...and have fun doing it! Listen, this is practical advice on building relationships, loyalty, and wealth. Trust me, click "buy" and start carving out the sales life you WANT instead of living in the job you're in.

Jeffrey makes selling much simpler than other books out there. Just keep it simple: listen more than talk; make friends first, don't be pushy ... Would have given it 5 Stars if there was just a tad more meat in it on how to handle objections.

A true must have for anyone in the sales business either coaching, leading, managing or selling. JG relates to everyone in this book...so many times you don't close the deal...because you didn't ask the right questions!

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