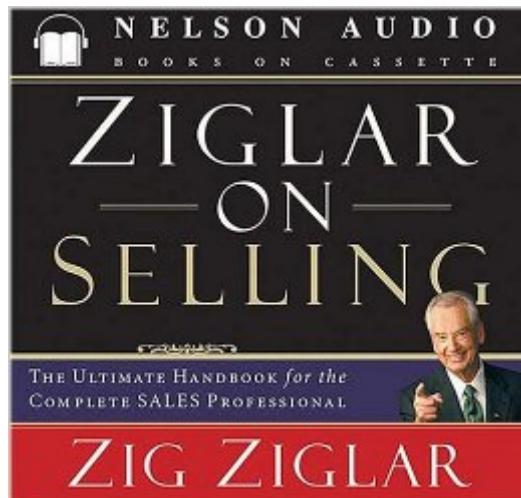


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# Ziglar On Selling: The Ultimate Handbook For The Complete Sales Professional



## **Synopsis**

Want to be on top in your sales career? How do you succeed in the profession of sellingâ •while also maintaining your sanity, avoiding ulcers and heart attacks, continuing in a good relationship with your spouse and children, meeting your financial obligations, and preparing for those "golden years,"â •and still have a moment you can call your own? Zig Ziglar shows you how, sharing information, direction, inspiration, laughter, and tears that will help you make the necessary choices for a balanced lifeâ •personal and professional. Selling is a magnificently rewarding and exciting profession. It is, however, more than a career. It is a way of lifeâ •constantly changing and always demanding your best. In Ziglar on Selling, you'll discover the kind of person you are is the most essential facet in building a successful professional sales career. You've got to be before you can do. "I will see you at the topâ •in the world of selling."â •Zig Ziglar

## **Book Information**

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## **Customer Reviews**

I have read many Zig Ziglar books, as well as listened to many audio programs, and this incorporates the best of all his previous works. From how to motivate yourself, to dealing with customers, this book seems to have it all. It really is the ultimate handbook for the nineties and beyond. I would recommend this book to anyone dealing with the public, whether or not you are "in" sales. As Zig says, we are all in sales, in one way or another. The book is easy to read, and thoroughly engrossing. With practical advice, first hand examples, and great stories. You can put the information to work immediately, and see results.

Ziglar has written perhaps one of the best books ever on sales. A prolific author, this title focuses more on practical ways to becoming a more successful salesperson. Among the points covered include: 1. Ethical selling. 2. Overcoming call reluctance. 3. Tips on prospecting. 4. Asking good questions helps the buying process. 5. Selling to different personality types. 6. Principles of closing the sale. 7. People skills and facets of business travel. 8. Organization and discipline. Since I work in sales, I can testify that the book has helped me in the selling process. What I particularly liked was the encouragement to continue a high level of integrity, service, and acting in the customer's interest. Read, enjoy, and be encouraged to be a better salesperson!

I would encourage you to listen and listen again to a wonderful explanation of what being a salesperson is all about. If you are looking for a sales career or just want to reinforce what you already know, this wonderful CD is what it's all about. In fact, it's a dream come true for most. This CD is a real look into what it takes to nurture a positive attitude about getting ahead and staying on top, not only in sales but in your life. Thank you Zig Ziglar.

Reading Zig Ziglar on sales is little like looking over Beethoven's shoulder at the piano. For decades, Ziglar has championed the role of the noble sales professional. Here, he tells how he made - and botched - his first sales call back in 1947. Despite the passing years since that first sales call, Ziglar's message of integrity and sales acumen remains relevant and fresh. As the master says, sales is the transference of belief. We from getAbstract invite everyone to read this book on sales, and become a believer.

This review is of the abridged CD version. Zig Ziglar is perhaps one of the most prolific and respected authors and speakers on the topic of sales and sales motivation. His homespun wisdom, easy going approach and tone and tenor make it a relatively easy listen - even though it is packed with info and Zig talks non-stop through three CD's. Covering topics from prospecting and closing to keeping yourself healthy (mentally as well as physically) on the road, the CD set covers the landscape. Every listen brings a couple more nuggets, and you know that Zig is generally on track. Worth the listen.

Over the years, the name "Zig Ziglar" has become synonymous with "sales". He's truly a professional with the wonderfully positive mental attitude to overcome practically any obstacle. Clearly, Ziglar has a great deal of charisma and charm, but what really made him an icon is his

ability to provide his customers with true "value". That's the mark of a successful salesperson; they are able to deliver much more than a product or service. They deliver "value". Philosophically, this book ties in perfectly with a couple of other great books I've recently read---Endless Referrals, Third Edition & The Go-Giver: A Little Story About a Powerful Business Idea, both written by Bob Burg. Burg, like Ziglar, is an eternal optimist and a true giver of "value". If you're in the business of selling anything; and really, who isn't; grab this Ziglar gem, and add the other two to your sales collection. You can't miss.

Zig Ziglar is one of the best internationally-known sales trainers. "Ziglar on Selling" is a compendium of Zig's 50 years of teachings. The book is written for beginners and seasoned sales pros alike, and resonates with both audiences. Ziglar remains relevant because he focuses on the fundamentals of selling. To Zig, selling is a craft as much as a profession. The professional salesperson is an esteemed practitioner of this craft, and owes it to his clients, his employers and himself to work unceasingly at being the best. Zig is at his classic best, weaving hard-hitting sales techniques with folksy, homespun storytelling. Every sales professional should have Ziglar in their reference library...and if you have only one Ziglar book, it should be this one.

This book helps to keep your chin up. Sometimes in sales it can be discouraging. You can only take so many 'no's. This is a useful tool to help you get on top and stay there. Ziglar is an incredible teacher.

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