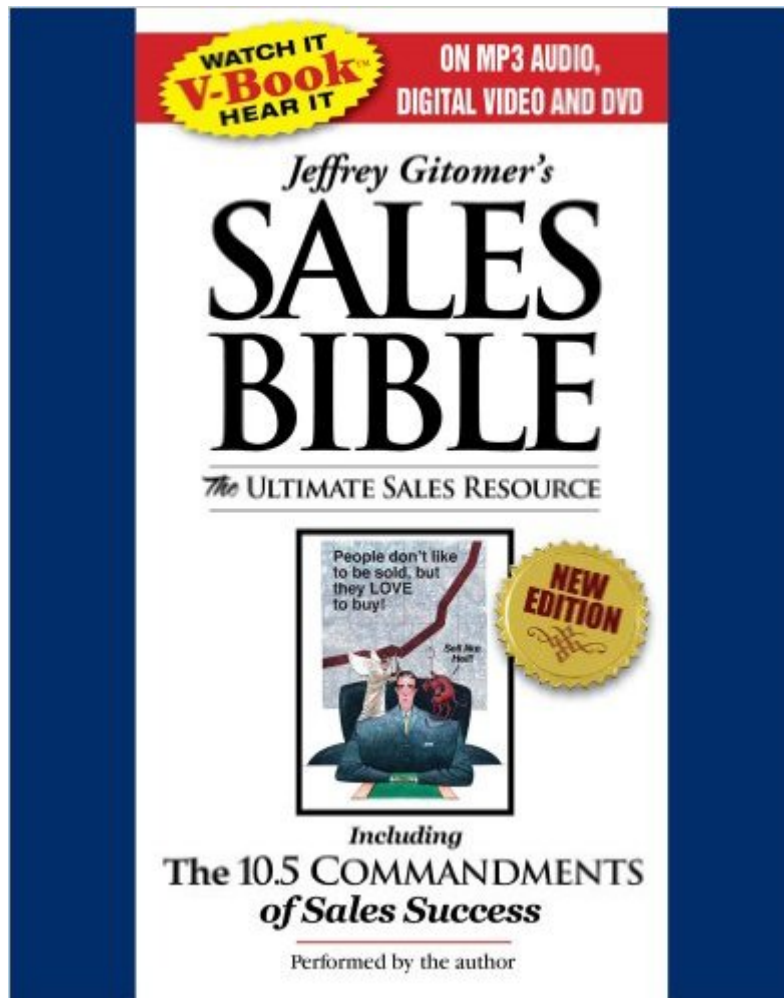


The book was found

The Sales Bible



Synopsis

Jeffrey Gitomer's bestselling work in which he shares his tips on how to be a successful salesperson has a new edition and is now available on audio. He provides motivational advice and practical techniques for initiating, maintaining, and closing a sales presentation. Written in a breezy manner with short, easy-to-remember suggestions, this audio will be popular with persons just getting started in this field or those needing an inspirational pep talk. In an area where there are literally dozens of works already available, *The Sales Bible* will prove helpful to anyone who listens to it. Jeffrey Gitomer's *Sales Bible* has been completely revised and redesigned to resemble his distinctive bestselling Little Book series, helping the millions of fans he has won since its publication connect it to this blockbuster series, and assuring a major new life for this category-defining classic.

Book Information

Audio CD

Publisher: Simon & Schuster Audio; Unabridged, V-Book contains 2 DVDs, 2 DVD-ROMs and 1 MP3 CD edition (December 16, 2008)

Language: English

ISBN-10: 0743573781

ISBN-13: 978-0743573788

Product Dimensions: 7.3 x 5.3 x 1 inches

Shipping Weight: 6.4 ounces

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (205 customer reviews)

Best Sellers Rank: #924,691 in Books (See Top 100 in Books) #52 in [Books > Books on CD > Business > Sales](#) #662 in [Books > Books on CD > Business > General](#) #2478 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

Customer Reviews

Somewhere in America, a Salesperson is working the phones. They've dutifully memorized their "red hot cold calling" scripts and are dialing the 99 phone numbers that may allow them to set an appointment or take an order when they dial the 100th. They're playing the numbers game and they are surviving. They're in the minority. Meanwhile, another Salesperson who is well-versed in "closing techniques" is mesmerizing his or her prospect with a fully scripted and rehearsed presentation, each PowerPoint slide exuding the features and benefits that will certainly lead to a firm handshake and a signed order. They're also in the minority. This is the age of selling that's articulated in books like *Escaping the Price-Driven Sale: How World Class Sellers Create Extraordinary Profit*. The

economy has changed, the rules have changed, and your prospects have the Internet at their fingertips. They don't need you and don't want to deal with you unless you bring something to the table that they can't get on their own. You need to be a problem-solver, one who crafts solutions and never wastes the time of your prospects. Gitomer covers it all...the techniques that work today as well as the ones that have limped off to the elephant's graveyard. Along with his six "little books" on selling, the revised Sales Bible forms a body of work that can be summed up in one central message, found on page 18: "You often hear people say that they wouldn't or couldn't go into sales. The reason is they can't tolerate the risk involved. The uncertainty. The unknown."

Okay - full disclosure - I know the author and consider him a friend. He's also a client, and I've used his techniques to sell to him! That may be the only thing you need to know about this book. Jeffrey Gitomer may not be the greatest salesman of all time - St. Paul, Zig Ziglar, Earl Nightingale, Dale Carnegie - there may be a few others who rank above him. Time will tell. But Jeffrey has written a book strictly devoted to selling which synthesizes the combined wisdom of all of the published salesmen who have gone before him, with the practical knowledge that he has gained from a lifetime selling anything and, eventually, everything. I believe Jeffrey's position in the business world is similar to Ted Williams's in baseball. As a kid, I remember reading Ted Williams's classic book, "The Science of Hitting." Hitting a pitched baseball is the most difficult skill in all of sports. Williams' book explained that the toughest part of hitting isn't the hand-eye coordination, it is the disciplined approach to preparation and pitch selection - the mental game, that counts. Williams' classic graphic of the strike zone filled with 77 baseballs, each baseball containing a batting average, was worth the price of the book, and an enduring image for baseball lovers. Williams was a great hitter - maybe not as significant as Babe Ruth, or with as high an average as Ty Cobb, but his most enduring legacy was the best book ever written about hitting. And, it's not about fancy tricks, it's about repetition and discipline. I believe selling is the toughest skill to learn in business. The art of persuasion doesn't come naturally to most people, and some prospects give you more late breaking movement than a Papelbon "slutter" or a Rivera cutter.

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Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book:

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