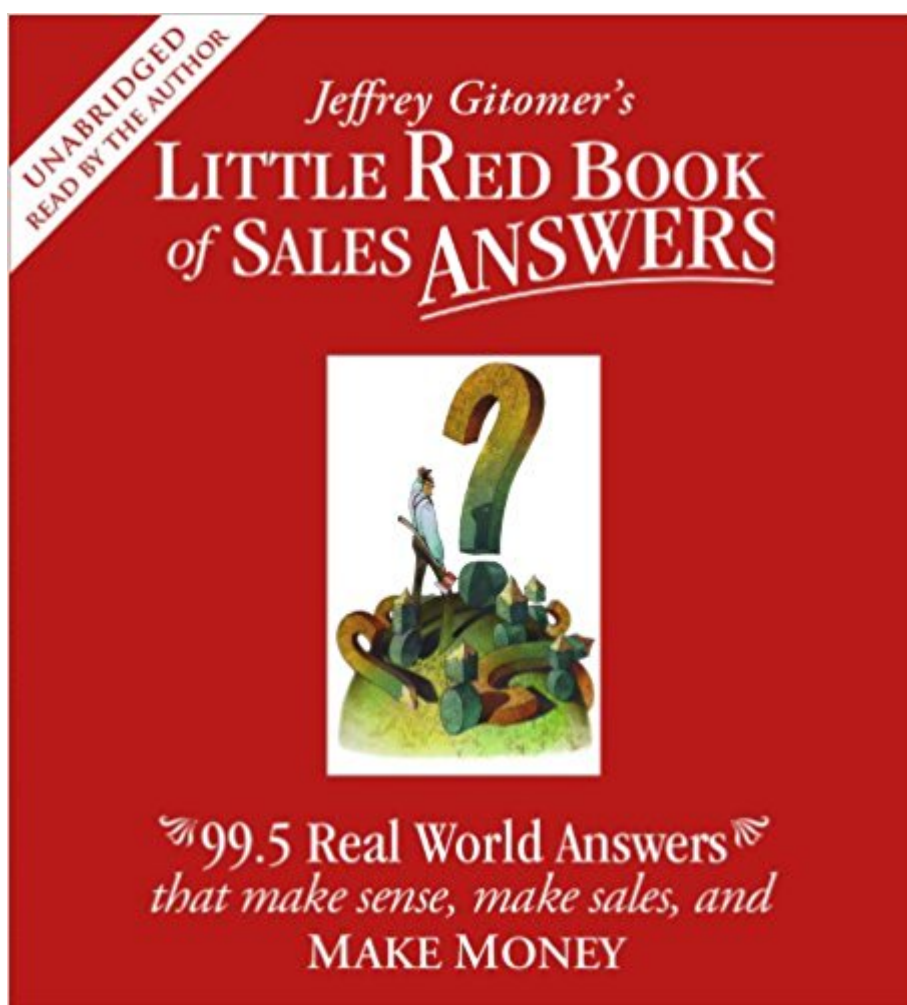


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# Little Red Book Of Sales Answers: 99.5 Real Life Answers That Make Sense, Make Sales, And Make Money



## Synopsis

Jeffrey Gitomer's bestselling companion to his classic Little Red Book of Selling Salespeople are looking for answers. The fastest, easiest answers that work every time. The good news is, the answers exist. The bad news is, in order to be able to become a successful salesperson, you have to understand, practice, and master the answers. You'd think with all the solutions contained in The Little Red Book of Sales Answers that anyone who listens to it would automatically become a better salesperson. You'd be thinking wrong. To become a better salesperson, the first thing you have to do is listen to it. The second thing to do is listen to it again. The third thing to do with this is try one answer everyday. If it doesn't work exactly right the first time, or the outcome wasn't what you expected, try it again and tweak it a little bit. The fourth thing you have to do is practice the answer until you feel that it's working. The fifth thing you have to do is become the master of it. In his Little Red Book of Sales Answers, Jeffrey Gitomer allows you to blend each answer to your selling situation and do it in a way that fits your style, and your personality.

## Book Information

Audio CD: 7 pages

Publisher: Simon & Schuster Audio; Unabridged edition (March 10, 2009)

Language: English

ISBN-10: 0743572564

ISBN-13: 978-0743572569

Product Dimensions: 5.2 x 0.5 x 7.2 inches

Shipping Weight: 5.6 ounces

Average Customer Review: 4.6 out of 5 stars 7 customer reviews

Best Sellers Rank: #863,183 in Books (See Top 100 in Books) #45 in [Books > Books on CD > Business > Sales](#) #545 in [Books > Books on CD > Business > General](#) #597 in [Books > Books on CD > Biographies & Memoirs](#)

## Customer Reviews

JEFFREY GITOMERes una autoridad mundial en ventas y servicio al cliente, lider de mas de 150 programas de capacitacion y reuniones de ventas anualmente para empresas como IBM, AT&T, Coca-Cola, Hilton Hotels, Inc. Magazine, Siemens y Cintas. Es columnista de la agencia de noticias "Sales Moves" que aparece en ochenta y cinco revistas de negocios en los Estados Unidos y Europa, y es leida por mas de 3.5 millones de personas semanalmente. JEFFREY GITOMERes una autoridad mundial en ventas y servicio al cliente, lider de mas de 150 programas de capacitacion y

reuniones de ventas anualmente para empresas como IBM, AT&T, Coca-Cola, Hilton Hotels, Inc. Magazine, Siemens y Cintas. Es columnista de la agencia de noticias "Sales Moves" que aparece en ochenta y cinco revistas de negocios en los Estados Unidos y Europa, y es leída por más de 3.5 millones de personas semanalmente.

A prolific expert offers another welcome resource of practical ideas for sales professionals. Cold calls, crafting a message, and anticipating objections are just some of the valuable skills Gitomer teaches in this comprehensive presentation. He's adept at linking his own raw enthusiasm to practices anyone can put into action. The writer and narrator of many such guides, each with its own twist, Gitomer is focused on helping business people develop professionally so they can earn productive and loyal relationships with their customers. This message, and the nonstop tips and advice that flesh out his ideas, is amplified by Gitomer's authoritative delivery. A must-hear for anyone in the business of selling. T.W. Â© AudioFile 2009, Portland, Maine

Interesting.

Love the CDs. I like it that Jeffrey narrates. He has a wonderful irreverent way of putting his point across. I would highly recommend it to sales, customer service and anyone who wants to get a better insight on dealing with people.

It's a good listen, lots of little nuggets of info that you can use right away. Great CD for beginners especially

I don't think I learned a lot of new things but I definitely enjoyed listening to Jeff on CD. It was a good read!

Read by the author, he puts his phone number out there two times. A lot of good ideas, can't write them down while driving and listening. He spoke to a group of car sales people at a dealership, he asked how many drove the cars, half raised their hands. He told the rest to leave. He said they couldn't sell what they did not know and or believe in. He talked about calling your own company (if you are in sales) and try to place a big order, see how it goes. Or just place an order at the end of the day and see how that goes. How good is customer service contact. Don't snivel, ask questions that matter-"What is your biggest complaint about your current supplier?"Not "How low \$ can we

go?" Recommends early morning reading (good idea) and doing some writing. Less TV, but he also recommends a funny movie to help attitude. A lot of good advice if you want to be a quality sales person. It is up to YOU! Also good life questions, why do customer (people) leave? People don't like to be sold, they do like to buy. Profound. Talks about writing an on-line column, using it for sales, info. A lot of good ideas. Worth your time Sales Cowboy.

This book, like his others are consistent and concise and get to the point. They are always a quick refresher on what a good salesperson should be and should be doing to enhance their business.

Even though I am in Retail sales there were many applicable ideas and suggestions to make this product a definite worthwhile investment. Those in corporate sales will certainly benefit greatly. Get it, Sparky

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