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## Little Red Book Of Selling 12 5 Principles Of Sales Greatness

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In the tradition of Harvey Penick's Little Red Book, New York Times bestseller and the best selling sports book of all time. The Little Red Book of Selling by sales master Jeffrey Gitomer fills that void with an edgy, practical, and fun resource that salespeople will love-and sales managers will buy by the case. Salespeople hate to read. That's why The Little Red Book of Selling is short, sweet, and to the point.

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The little Red Book of Selling- Jeffrey Gitomer Www.gitomer.com Difference between failure and success in the sales:  Believe you can  Create the environment  Have the right associations  Expose yourself to what's new  Plan for the day -know your plans and goals  Become valuable - become known as a resource not a sales person  Flowe the answers your prospects and customers need  Recognize and take advantage of opportunity  Take responsibility  Take action ...

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This is a wonderfully direct book on selling. The below summary is from <http://clivejones.com.au/the-little-red-book-of-selling-jeffrey-gitomer/> Key Points Summary 1. Kick Your Own Ass. Don't go below the line - take responsibility and control own destiny. Do the hard Yards - Work your ass off!

~~Little Red Book of Selling Summary Hey Liam~~

This is the legendary Jeffrey Gitomer, the world's #1 sales presenter and author of the inspirational 250,000-copy bestseller Little Red Book of Selling. This new book goes beyond anything Gitomer's ever done, offering 99.5 quick, fun-to-read, real-world answers guaranteed to make sense, and make money!

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Jeffrey Gitomer's Little Red Book of Selling Book Review: A new guide from the author of The Sales Bible helps salespeople learn why sales happen, and how it has everything to do with understanding buying motives and taking ethical actions, allowing the readers to make sales for the moment and for the rest of their lives.

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Filled with more than a dozen principles of sales greatness, as well as numerous lists and attack plans for dealing with difficult customers, The Little Red Book of Selling offers the answers to just about every sales question a salesperson could ask, and provides the firsthand experiences and positive enthusiasm to drive them home with vitality and optimism.

~~Little Red Book of Selling: 12.5 Principles of Sales ...~~

The Little Red Book of Selling teaches salespeople—or anyone for that matter—how to win the sale by getting their prospects to value “them” before they value the product or service. SUMMARY The Little Red Book of Selling is like a pocket-reference guide for the salesperson who wants to learn how to sell their most

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important product of all— themselves .

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Little Red Book of Selling Quotes Showing 1-9 of 9 "Change is not a four letter word...but often your reaction to it is!" — Jeffrey Gitomer, The Little Book of Leadership: The 12.5 Strengths of Responsible, Reliable, Remarkable Leaders That Create Results, Rewards, and Resilience

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Filled with more than a dozen principles of sales greatness, as well as numerous lists and attack plans for dealing with difficult customers, The Little Red Book of Selling offers the answers to just about every sales question a salesperson could ask, and provides the firsthand experiences and positive enthusiasm to drive them home with vitality and optimism.

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The Little Red Book of Selling tells you how to make sales forever. Here's principle 6: If you can't get in front of the real decision maker, you stuck.. 2010-10-01 in Business & Economics

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Filled with more than a dozen principles of sales greatness, as well as numerous lists and attack plans for dealing with difficult customers, The Little Red Book of Selling offers the answers to just about every sales question a salesperson could ask, and provides the firsthand experiences and positive enthusiasm to drive them home with vitality and optimism.

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Jeffrey Gitomer is one of the speakers at The Art of Sales, and a "sales expert". I didn't recognize his name, but I did recognize the name of his best-selling book, "The Little Red Book of Selling." He writes about 12.5 principles of sales greatness in his book. Here are three of his principles that resonated with me:

~~3 Sales Lessons from The Little Red Book of Selling ...~~

Why Red? Gitomer explains that The Little Red Book of Selling has so much red ink in it and on it for a number of reasons. These include: Red is the color of passion. Passion is the fulcrum point of selling. No passion, no sales. Red is the color of love. If you don't love what you sell, go sell something else. Red is the brightest color.

~~Little Red Book of Selling: 12.5 Principles of Sales ...~~

From the red cloth cover to the small trim size to the amusing (but not cloying) cartoons on almost every page, this is an appealing and accessible book. The author is obviously enthusiastic, if not manic, about sales, and though some of his mantras verge on hokey, much of his prose is straightforward and realistic.

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