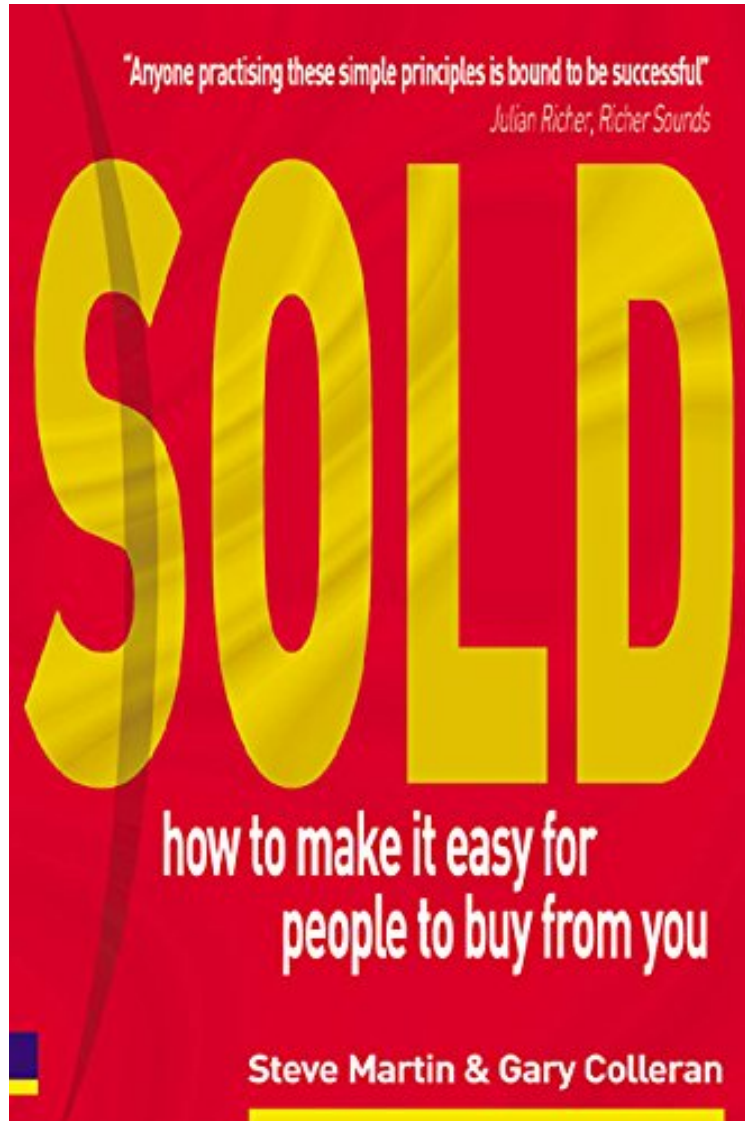


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## **Sold!: How to Make it Easy for People to Buy from You**

*Steve Martin, Gary Colleran*

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**Steve Martin, Gary Colleran : Sold!: How to Make it Easy for People to Buy from You** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sold!: How to Make it Easy for People to Buy from You:

Sold!does for selling what lsquo;unpluggedrsquo; did for rock music - it brings it back to core competences and basics. The latter was badly needed - so is Sold!"Barry GibbonsFormer Chairman CEO, Burger King Corp.nbsp;Sales performance is the lifeblood of every business. Whether you are an account manager, a field sales representative, or

less obviously a customer services agent, one of your key goals is to sell your products, services and ideas. However things have become far too complex. In a world where companies are striving to come up with the next product or service that will make our lives easier, the very process that is used to sell these latest products or services is becoming ever more complicated. It's time to go back to making it easier for your customers to buy from you. Sold! delivers this in the form of the effective selling programme. The key principles will not necessarily be new to you - building trust and a good relationship for example, as well as understanding what your customer really wants, are fundamental to sales success.

"I think that SOLD! highlights how easy and straight forward selling can be - anyone practicing these simple principles is bound to be successful." Julian Richer, Founder and MD of Richer Sounds "Whether it's products or services, today you either sell in cluttered, competitive markets or you are already dead. Sold! does for selling what 'unplugged' did for rock music - it brings it back to core competences and basics. The latter was badly needed - so is Sold!" Barry Gibbons Former Chairman CEO, Burger King Corp. "With SOLD!, Steve Martin and Gary Colleran have achieved a rare success, delivering genuinely instructive material in a genuinely engaging and entertaining fashion. As a result, sales professionals who read it are themselves likely to experience rare success, for the book is a highly effective guide for creating long-term customers." Professor Robert B. Cialdini PhD, is Regents Professor of Psychology at Arizona State University and author of the world's best selling book on Influence and Persuasion. "The effective selling principles described in this book are not only simple and focussed on the sales outcome, but also help us to build productive ongoing relationships with our customers." Humphrey Harte, Director of Sales Marketing, PowderJect "What Sold! does is to take away all the non-essential ideas, techniques and tactics that have complicated the approach to selling and provide people with all essential principles that will make the difference." Pharmaceutical Field magazine "At last, a straight forward concise book packed with useful ideas about how to powerfully, but appropriately sell your ideas across to others." Paul McKenna PhD From the Back Cover SOLD how to make it easier for people to buy from you "Whether its products or services, today you either sell in cluttered, competitive markets or you are already dead. Sold! does for selling what 'unplugged' did for rock music - it brings it back to core competencies and basics. The latter was badly needed - and so is Sold!" Barry Gibbons, Former Chairman CEO, Burger King Corp. "Sold! highlights how easy and straightforward selling can be - anyone practicing these principles is bound to be successful." Julian Richer, Founder of Richer Sounds (Most Successful retailer ever, The Guinness Book of Records) "With Sold! Steve Martin and Gary Colleran have achieved a rare success, delivering genuinely instructive material in an engaging and entertaining fashion. As a result, sales professionals who read it are themselves likely to experience rare success, for the book is a highly effective guide for creating long-term customers." Professor Robert B. Cialdini PhD, Professor of Psychology, Arizona State University. Author of the world's best selling book on influencing skills, Influence - Science and Practice. Selling is being made too complicated - and that is bad news for performance. It's time to reassess what effective sales performance is really all about. It's time to focus on critical sales factors that really make a difference. It's time to make it easy for your customers to buy from you. Sold! is a short but very smart guide to making it easy for people to buy what you are selling - whether you sell products, services or ideas. It delivers great sales guidelines with refreshing clarity and brevity. Would you like a simpler, more effective, more sustainable way to sell? Sold!