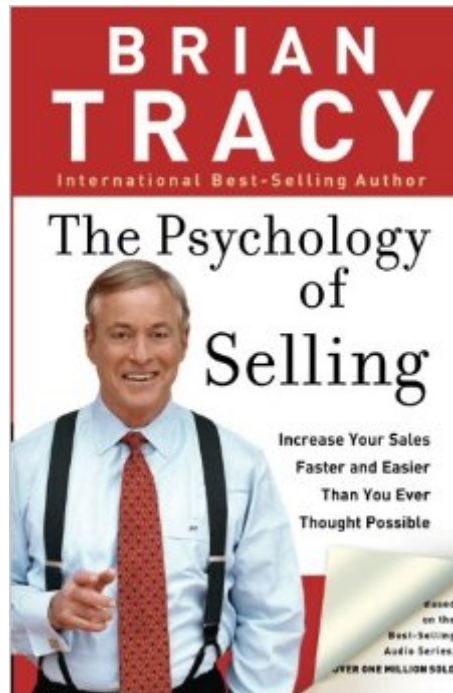


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# The Psychology Of Selling: Increase Your Sales Faster And Easier Than You Ever Thought Possible



## Synopsis

Double and triple your sales in any market. The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

## Book Information

Paperback: 240 pages

Publisher: Thomas Nelson; 1st edition (July 16, 2006)

Language: English

ISBN-10: 0785288066

ISBN-13: 978-0785288060

Product Dimensions: 5.5 x 0.6 x 8.5 inches

Shipping Weight: 13 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars See all reviews (124 customer reviews)

Best Sellers Rank: #15,963 in Books (See Top 100 in Books) #29 in Books > Business & Money > Marketing & Sales > Advertising #72 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

I have to admit that I am a big fan of Brian Tracy, have many of his audio and video programs, several books and have been to his seminars. Usually when a new Brian Tracy book or audio program comes out, I invariably buy it. Such was the case with *The Psychology of Selling*. This book is 8 chapters and 219 pages. It is a condensed version of his tape program which came out in the 1980's and sold over a million copies. I have given this book a three instead of a five because I feel that this book is not as deep as *Advanced Selling Strategies* which Tracy wrote nearly 10 years ago. This book, *The Psychology of Selling* falls somewhere in between *Advanced Selling Strategies* and *Be A Sales Superstar*, another book written by Tracy back in 2002. My personal favorite Tracy book on sales is *Advanced Selling Strategies*. This book should not be confused with the great audio tape program of the same name. That program has far more depth and material than this book. Nonetheless, *The Psychology Of Selling* is good reading for a new sales person or for a Tracy fan like myself who merely wants a quick synopsis of some of Tracy's best selling ideas. This book is like an printed abridged version of Tracy's audio program. I read the whole book in one night.

What I got out of it was a reminder of Tracy's best ideas and perhaps a few things that I had forgotten. In that regard, it was a worthwhile investment. Good book, but being familiar with Tracy, I feel he could have included more meat.

I have to admit, that when it comes to sales training, my personal favorite is Tom Hopkins with Brian Tracy right behind. Why listen to both? Because I have always believed that you should get training from various qualified sources. Another one of my favorite trainers is James E. Rohn. Mr. Rohn advises to get advice from as many people as possible. When it comes to selling, I am looking for maximum effectiveness. Tracy and Hopkins have walked the walk, have both set sales records along with being great trainers. Tracy is more into the consultative approach although he uses some of the tried and proven closing techniques that sales professionals use. What impressed me about Tracy is that he speaks from experience having been selling since he was ten years old. He has taught more than 500,000 students in over 500 companies. Like Tom Hopkins, he has walked the walk, talks the talk and is one great trainer as well. Using the combined advice of Tom Hopkins and Brian Tracy I was able to reach my monthly goal at my last job in only three days. The first time I used these techniques I moved from next to last place out of 71 sales reps to 3rd out of 75 reps in only one month. This stuff works. Right now I am using Brian's strategies in my network marketing company. They work very well. That said, being familiar with Tracy in particular his tape series *The Psychology of Selling*, I was expecting much more in this book than what is offered. By contrast, *Advanced Selling strategies* which Tracy wrote over ten years ago was a huge book, packed with information and had more than enough meat. Nonetheless, *The Psychology of Selling* is a good book, a great primer for new sales people and a great refresher for experienced sales people as well. If you buy this, you will want to add the tape program as well or *Advanced Selling Strategies*.

A good book on developing your sales technique. Worth a read, but be warned that at least 50% of the content is 'old news' that you probably have already read in other sales books. However, the OTHER 50% is worth reading, and will help you master the little nuances of the sales and closing interview. A lot of emphasis on the 'behind-the-scenes' aspects of the science of selling - from where the title.

It is a misconception that people hate salespeople. People hate BAD salespeople. When you use the mind set and methods that Brian Tracy teaches you are not selling you are helping a customer to solve problems. The sales are a natural by product of focusing on the clients needs not yours. I wish

that every sales person that I had to deal with used Brian's methods. This is one of my top ten sales books.

Brian Tracy has captured the essence of what it takes to be a success. You have to work hard. You have to dedicate all your time to things that matter. You have to stay motivated to win. Anyone who wants to change their life and increase their earning potential needs to read this book.

I am a new Chevrolet autosalesman. Never been in autosales before. Closed a prospect of mine for the first time one day after reading this book. U N B E L I E V A B L E. This book is a must for all salespeople out there! Highly recommended.

This book taught me so much about selling. I can't wait to utilize everything I have learned to become successful in sales. I'm so thankful for finding this book and I highly recommend it to anyone who wants to be successful.

This is an excellent book for the individual that has decided to grow and make a difference in the lives of others. I intended to read it more than once, but I found that what I read takes care and attention to see the results. I took significant notes, made highlights, and, most importantly, I took action. I highly recommend this book. It will inspire you and help you to grow. Just take action.

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