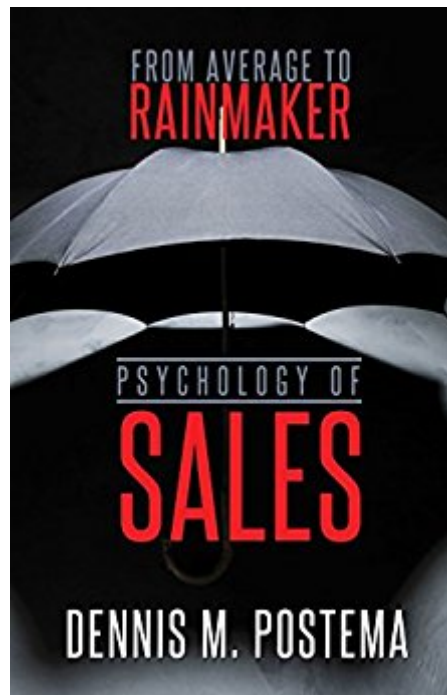


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# Psychology Of Sales : From Average To Rainmaker: Using The Power Of Psychology To Increase Sales



## Synopsis

Have you ever wanted to transform your lackluster sales from average to worthy of rainmaker status? Well now you can – and you won't need any smarm, aggressive tactics or dishonesty to do it. In *Psychology of Sales: From Average to Rainmaker*, you'll learn how to understand the psychology of your customers in order to present your products the right way for each individual shopper. You'll discover how important your customer's personality is to whether you will or won't make a sale. Learn how to work with some of the more challenging attitudes of potential buyers while still compelling them to commit and complete that sale. In so many cases the death of a salesman is attributed to such simple tactics. So it's time to step back in the sales process and get back to the basics. Anyone can make money in sales but how will you make money as a salesman? Are you an insurance salesman? A car salesman? A window salesman? It doesn't matter! *Psychology of Sales* will take you through the simple process that every salesman goes through to build a profitable business. By looking at the psychology in selling, you will become a master closer in no time. This is a true guide to turning a lackluster salesman to the ultimate salesman in no time. No matter what field of sales you're in this is a must buy. After reading this book, you will be on your way to selling with the experts in no time.

## Book Information

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## Customer Reviews

Love this book. Got me so motivated and energized and I believe the concepts apply to anyone in life (we are all selling something, some of the time... whether trying to sell health food to our children, to get them to eat it, or ourselves in a job interview, or something that we've created, or as part of our job). My favorite part of this book was where Postema talked about the different kinds of customers, their attitudes, which affect how they relate to a salesperson... he includes critically valuable info about how to adjust your approach so as to deal with or sidestep the anti-purchasing issues of a particular type of customer (I'm going to re-read this bit to understand it better, so that I can identify a potential clients issues early on in the pitch process). I read the author's other book on designing your life and loved it (even more). Just bought two more, one the best-selling life coach author wrote about unleashing your mojo and another one about financing your life (it has anecdotes/stories to illustrate a financial life makeover)... If you like this book you MUST buy his book on designing your life... it's about mental mastery and setting and achieving goals and is highly energizing and motivating (that one I'm going to reread each night before bed to help program my subconscious mind).

Great book. Really went in depth covering the psychological process of sales, from the consumer to the salesperson. I'm on the salesperson end of the spectrum. I found the information very helpful. From how to carry yourself to your personal psychological process; and utilizing those two to alter the consumers perspective. Very good info. Worth checking out.

This book is a practical tool that guides you through the process of sales with an end to end approach. The author begins helping you to identify what kind of sales person you are, and from that point of view encourages you understand your personality and how to use it to influence in prospects. If you want to grow as a sales person, definitively you have to buy this book.

Originally put off by an error on the introduction page. I guess I am somewhat too observant. The writer should have put more time to making sure that the book had been properly proof read. That being said, even in that error, you could tell right from the beginning that Dennis knew what he was talking about. The concepts are well illustrated and should be understandable to anyone. I recommend this book to anyone who wishes to improve sales or initially get into sales. The knowledge that is contained in here can push you forward. Understand how people perceive you as a salesperson.

This is why I continue to buy books like this that helps me master these techniques. This was very well written with great examples and tips that I know I will use forever. Really these tips are for everyone, even those that don't necessarily sell for a living. Here you will learn the power of positive thinking that has a big impact on the sales techniques that you try to apply on every sales transactions that you do. It has a lot of information regarding sales techniques and how to find out what motivates your prospect. It's such an informative book in giving all the information you want to know and learn about how to boost your sales. It offers state of the art understanding of sales and marketing psychology in a straight forward way. On the other side, formatting of the book is not that great, but it didn't bother me much. Other than that, a great read. I highly recommend it to anyone looking to start a career in sales.

How to transform yourself into someone people would LOVE to buy from. That's what this book laid out for me. PSYCHOLOGY. That's where it's really at when it comes to sustained success in sales. How well do I know my customers, do I really care about their needs (or do I just act like I do), and how well do I know myself? These are the kind of questions this book inspires you to ask of yourself. Whether you're in sales or not, let's face it, we all have something to sell. Given that, why not go about it the smart way? Why not come from the right place and with the proper mindset instead of just muddling through it and hoping for success. This book doesn't just educate me in the art of sales, it inspires me to become a better person.

This book emphasis on the psychological aspect between the seller and buyer is fantastic. I worked in sales for many years and would only think of the benefit the sale would make for me. With this book it help address that you must think of the psychological aspect of the buyer. Each buyer is different but everyone has a need. Your job as the seller is to explain how your product will fulfill that need. More importantly, creating a desire for that product. Let's face it each buyer is not going tell you all of their needs. Your job is to know you product and present it in a way that will create a need for the buyer. I had wished I had this book years ago while struggling in sales but going forward. I plan on applying the many to tool such as the 10 steps of the purchase and closing the deal. Great book for the seller and actually for the buyers out there who want to gain an understanding of the psychological aspect of the sale, that many of us do not think of especially when it comes to the cues that affect subconscious mind.

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