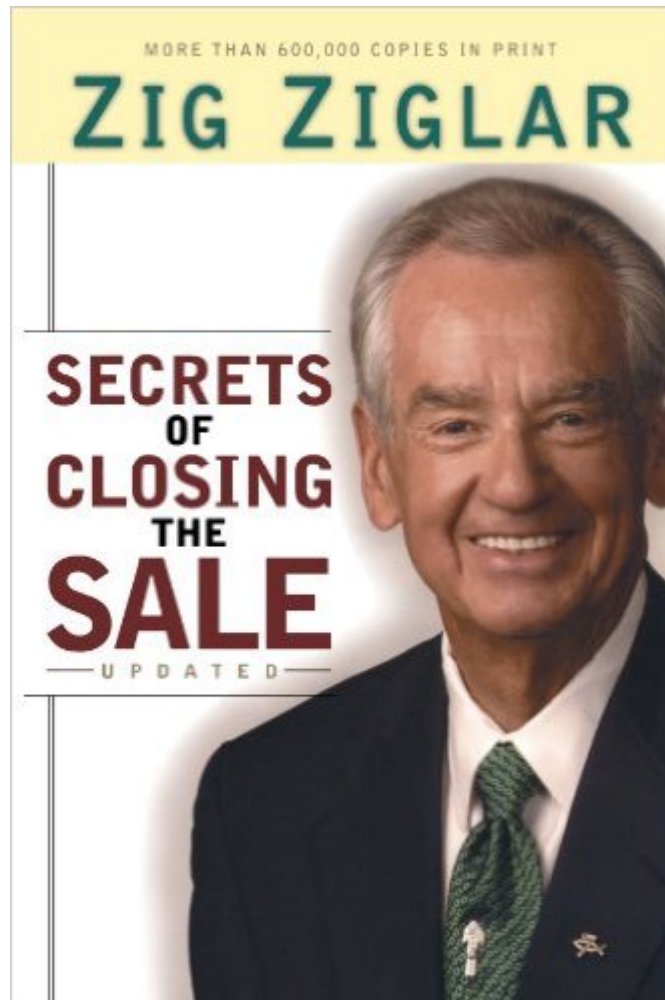


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# Secrets Of Closing The Sale



## Synopsis

Whether presenting a product or principle, service or idea, we all engage in sales. Zig Ziglar presents winning techniques for getting a positive response and establishing dynamic relationships. Readers discover how to: project warmth, enthusiasm, and integrity o effectively use 100 creative closes o increase productivity and professionalism o overcome the five basic reasons people will not buy o deal respectfully with challenging prospects

## Book Information

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Best Sellers Rank: #9,323 in Books (See Top 100 in Books) #44 in Books > Business & Money > Marketing & Sales > Sales & Selling #2057 in Books > Religion & Spirituality

## Customer Reviews

I owe Zig Ziglar. Big time. This book increased my ability to demonstrate and sell our service dramatically after one read. Zig tells you and then sells you on the fact that you've gotta read his book three times: once with quick notes in the margins, a second time with thorough notes and a third time with a steno pad so you can make your own "Secrets of Closing the Sale." I've purchased three copies of this book. Two for myself, one to give out to my staff. I started out thinking about sales in the same way most people do - sleazy scumbags out to make a fast buck. I started out wanting to make more money. I ended up learning that "You can have anything in the world you want if you'll just help enough other people get what they want." Ziglar teaches you, from the beginning, that there's no room for success in a salesman's career if he's taking the fast route, making the quick sale and then locking the door behind him. Ziglar teaches you that if you want to make a living in the profession of selling you have to truly believe in your product. You have to be so convinced that your product is the right product to fit your prospects needs that you can't possibly believe or understand how they wouldn't want it. Yeah. Ziglar teaches the closes. There are hundreds of scenarios and stories that demonstrate various closing techniques. Most of them are

great (a few are cheesy). But what makes this book so good is that it constantly drives it home - a good salesman is an honest salesman. A good salesman has his customer's best interest in mind. A good salesman has a solution to a need of his customer. When you help the customer, they will help you (with money).

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