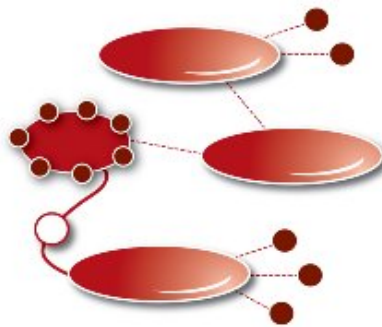


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## THE SALES SECRET

*A Journey Toward Effortless Sales Success*



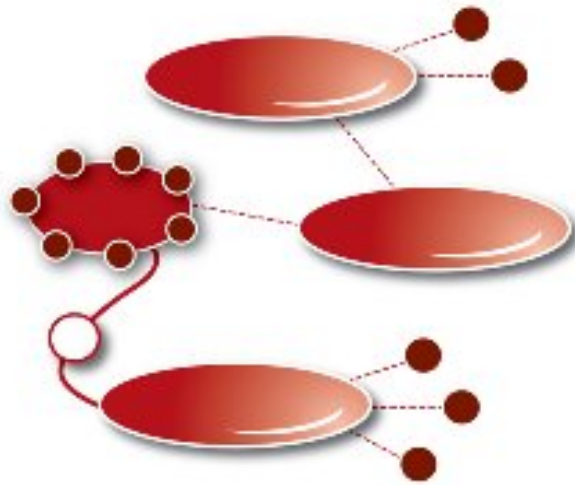
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FINALLY! The Sales Secret offers something new to the profession of selling. In his ground-breaking book, master sales expert Rick Davis will have you rethinking everything you've ever been taught about selling. He guides you on a delightful journey to give you the tools to enhance your future success.

Adam is a frustrated young salesman who has entered what he perceives to be the hapless profession of selling. He encounters a wise mentor, Abe, who reveals the powerful secrets of the Non-Linear Sales Formula, Aikido Selling and Selling from Scratch. But will these lessons be enough to transform Adam from a passionate but undisciplined seeker to the exceptional sales warrior Abe knows he can be?

This book is for every salesperson, manager and business leader who ever wanted to triumph by producing more results while finding internal balance and happiness in the very challenging career of selling.

You need a method to cope when clients throw curve balls and objections that take you off course. Clients are not always cooperative and The Sales Secret arms you with everything you need to know about handling sales calls in the real world. Join Adam on his adventure as he discovers the secrets for lasting success.

Polishing your sales game was never such a fun ride.

- Sales Rank: #904544 in eBooks
- Published on: 2012-09-18
- Released on: 2012-09-18
- Format: Kindle eBook

Most helpful customer reviews

1 of 1 people found the following review helpful.

Loved this book

By Mark Harmon

Loved this book. All of us have worked for a 'Joe at Spartan' and we are always looking for an 'Abe at Acme'. Rick Davis gets you from Joe to Abe without ever having to work for either. If you're a salesperson, and aren't we all, this book is a great read. Dale Carnegie would love it.

0 of 0 people found the following review helpful.

The awkward moment when you think a customer is a salesperson... (Invest in this book and it will never get to that point)

By Joel Gomez

This book revolves around a salesperson named Adam. Adam states in the book he became a salesperson merely by accident. He explains how at a company he works for called "Spartan Windows", his boss "Joe" is a salesperson whose selling techniques are from the 70's and whose ego/mentorship are the worst. Fed up with his job, Adam starts looking for another career. He interviews with a very successful salesperson named "Abe". Abe discovers that Adam is someone whom he can mentor and show "the secret" of how to become a successful sales person; Adam looks forward to working with Abe because he thinks he can learn a lot from

Abe. Adam gets hired by Abe at "Acme Windows" and Abe's plan to change Adam's perspective about selling goes into motion. Throughout the book, Adam learns that the steps to selling he knew, can be shaped into a better technique, Abe helps Adam understand this by making Adam start selling from scratch. As the story and experiences moves forwards, Abe explains the different selling methods to Adam, how to turn a sales call into a fun meeting and lets the reader know that selling should be fun with the purpose of moving forward and making money. Adam's story is not just about how he became successful under Abe's mentorship but the story also explains different approaches to sales meetings, how to close, what types of questions should be asked and gives hints to "the secret". In conclusion; my opinion about what "the secret" is depends on the salesperson. There can be a guide and different selling techniques you can use in a sales call and a checklist you can read off before any meeting, but the secret is that every salesperson should find their own way of selling and knowing that successful salespeople actually care about their clients and their client's needs.

" Every expert has failed as a beginner, at one point, before achievement greatness. In order to achieve greatness, the expert must first endure the hardships of trial and error to learn which actions produce the right results."

0 of 0 people found the following review helpful.

Journey to Sales Excellence is Exemplified in this Story

By Mary Poul

The learning value of watching the main character, Adam, grow as a sales professional in this story is unbeatable. There is a moment when he mimics his mentor's previous great sales call and gets the feedback that he did a nice job but missed picking up the queues of what was relevant to his specific prospect. It was such a great lesson in how to craft your value proposition in the moment based on what you are learning and observing about your prospect during the call. The author is absolutely an advocate for customizing your sales approach for what is right for each prospect. And seeing it in action is priceless.

A dynamite practice and habit that is highlighted throughout Adam's experience is the value of the post call review. He broke a nasty habit of reviewing the quality of the lead in this process and replaced it with reviewing his performance and what he will do to improve next time. That's when you see his capabilities take off. It's a tough habit to instill, but it makes all of the difference in the world.

I won't spoil the answer to what is The Sales Secret? It's a wonderful reveal and a perfectly simple thing to remember for each sales call so you make the best use of your selling day. And it's a delightful Abbot and Costello routine once you catch on to what the mentor has been saying.

Highly enjoyable read - the lessons will stick with any good sales professional forever.

See all 27 customer reviews...

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