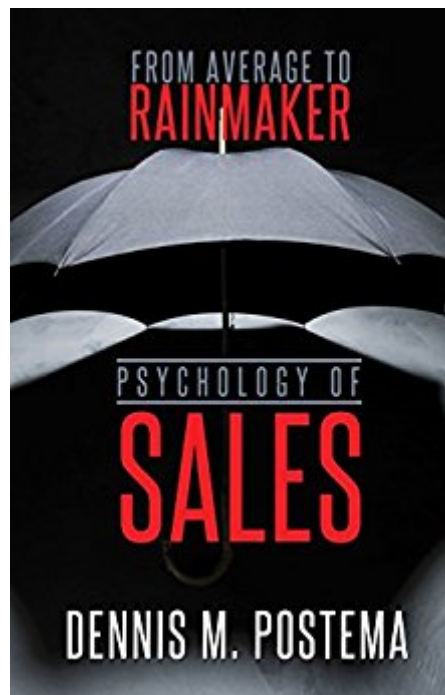




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Psychology Of Sales : From Average To Rainmaker: Using The Power Of Psychology To Increase Sales



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).

The title is misleading. There is very little discussion of sales psychology in this book - just your basic sales tips. Other books like Alan Gordon's Big Book of Sales or Brian Tracy's The Psychology of Sales or Spin Selling were much more useful for me.

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.

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 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.

AMAZING

If your looking to improve mental part in sales this book give you a general idea and it's free. Wish it had more detail.

Did not learn much from this book. Very light on the psychology of sales. It only skimmed through the surface. Guess you get what you pay for. The price you pay is indicative of the advice you get in this case.

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