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Advanced Selling Strategies: The Proven System Of Sales Ideas, Methods, And Techniques Used By Top Salespeople Everywhere



Synopsis

The most powerful system for sales successâ ”from the author of the bestselling audiobook, *The Psychology of Selling*. Strategy, tactics, and mental preparedness separate superior salespeople from the averageâ ”and with technological advances evening the competition, the selling edge is now more important than ever. Drawing on his own successful sales career and on his extensive experience as a sales consultant and seminar leader, Brian Tracy has developed the most comprehensive and effective approach to selling ever created. *Advanced Selling Strategies* provides you with the techniques and tools used by top salespeople in every industryâ ”methods that net immediate and spectacular results. This book explains how to:

- * Develop the self-image to give you the edge in every sales situation
- * Concentrate on the customerâ ”s emotional factors to ensure better sales results
- * Identify your customerâ ”s most pressing concerns and position your product or service to fill those needs

A MUST READ FOR SALESPEOPLE AND BUSINESSPEOPLE ALIKE.

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Customer Reviews

Although this book was written over ten years ago, *Advanced Selling Strategies* is still Brian Tracy's best work on selling and perhaps, the best book period on the subject of selling that is on the bookshelves today. I started in phone sales back in 1993. Using the techniques Brian discloses, I went from tied for last place - 68th out of 68 people in March 1993 to 3rd out of 75 people doing about \$100/day in sales to doing over \$1,500/day in sales one month later in April 1993! His techniques work. The magic of Brian is that he helps bring out the inner power that lies dormant

inside all of us while providing powerful sales techniques. His sales techniques are low key, friendly and non threatening to the prospect. Brian shows you how to change your self image as a sales person. Not just the hookey-pookey rah-rah positive stuff, but how to see yourself as a consultant rather than a sales person as well as how to see yourself as a success. Using the phrase, "I'm not trying to sell you anything." Has worked wonders in opening doors for me. Other phrases like, "That is an interesting question, why did you say that?" "How exactly do you mean?" "Why did you ask that?" Surprisingly are non threatening and get the prospect to open up. And I really benefitted from the 20 idea method for unleashing creativity. Spending an hour a day, every morning reading has made a major impact on my sales not to mention listening to tapes in my car and watching videos at home. Brian's mental techniques of practice, drill, rehearse along with affirmations and visualization helped me probably more than anything. I agree with Brian that with affirmations and visualization, your future in sales is UNLIMITED!!!

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