

HOW TO BE A BEST SELLER,

18 Simple and Proven Steps

for Selling Something to Somebody

About the Author

Introduction—What You'll Get Out of This Book

PART 1: Let Me Set the Stage

1 - An Appetizer

- *An old email of tips to a young friend entering a sales role provides clues to what's ahead.*

2 - Selling Isn't Just Selling

- *"Selling" ideas or concepts is much like selling products. And, your many roles.*

3 – Do We Share a Passion?

- *The author's six joys of a selling are shared—evaluate your own passion to sell.*

4 – Who Gets Hired?

- *The five major ingredients one must have as a foundation for success.*

PART 2: Effective Listening Techniques

5 – Did You Hear That?

- *The essentials of listening techniques, including utilization of what you see and observe.*

PART 3: Selling Something to Somebody

► *In Part 3 and Part 5, to reinforce the learning experience, the chapters include examples where you meet Sam, a buyer who we'll work with through various sales call scenarios as our imaginary customer. These scenarios put you in the middle of the action to reinforce what you've learned.*

6 – Basic Principles of Selling

- *IBM's Need Satisfaction Approach and the concept of how and why one sells to fill a need.*

7 - Ready, Set?

- *Three basics: The right image, planning each call and meeting with decision makers.*

8 – Earning the Right

- *The first step—introductions and objectives for making an initial sales call.*

9 – Developing a Need

- *Three questioning techniques, and when they are used, illustrate how to uncover a need.*

10 – Your Recognition of a Need

- *Through proper listening and “Ah hah” moment, sales opportunities are understood.*

11 – Customer Awareness of a Need

- *Through good communication, a customer's needs are reinforced so he knows why to buy.*

12 – Presenting Your Solution

- *Tips, methods and suggestions for presenting your winning solution.*

13 – Closing Techniques

- *Six proven closing techniques and when to use each one.*

PART 4: The Complete Salesperson

14 – The Difference Makers

- *Based on thirty-one years of experiences—the attributes of a Best Seller.*

PART 5: Objections Are a Good Thing

► *Objection handling techniques are clearly explained. And again, we work together to identify and overcome Sam's sample objections via imaginary sales call scenarios.*

15 – Warm Up to Objections

- *When they can happen, why to love them, how not to react, and handling a show stopper.*

16 – Understanding Objections

- *Why they happen and how they appear. The ALERTS (acronym) makes it easy.*

17 – Ask, Then Listen Like You Mean It

- *Asking questions and the value of listening for clear and hidden concerns.*

18 – Empathize and Restate

- *A golden rule—empathizing—and why you can't overcome objections without it.*

19 – Genuine or False Objection? Do the Test

- *Many objections are false. Why? How to tell the difference.*

20 – Securing Agreement

- *Objections cannot be considered as resolved until both parties are in agreement.*

PART 6: Wisdom from Experience

21 – My Training Wheels

- *Personal stories of my early years full of excitement, failures and valuable lessons.*

22 – My Career: Personal Perspectives

- *Learn from experiences, including the lessons from a major IBM career change decision.*

23 – Your Future

- *The characteristics upper management looks for in a promotable individual.*

Author's Web Sites

Acknowledgements