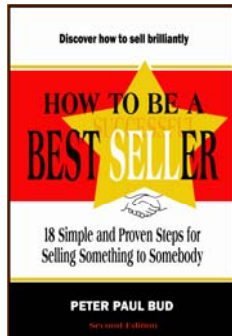


KNOW OF A GOOD SALES GIMMICK OR STEAK PLACE?

I'm sure you enjoy a nice dinner out as much as I do. But, how would you feel if the manager took your steak back to the kitchen and said this after you informed the waiter your food tasted a bit odd? *"We tasted your steak and it tastes the way it's supposed to taste."* Unbelievable! That night, the restaurant lost six customers due to a lack of appreciation for the value of customer satisfaction. And, that's just part of the story in my book.

Understanding that "the customer is always right" is a key principle every successful sales person should understand. It's a point as important as selling with honesty and integrity—like your mother is watching. And, if you believe sales gimmicks work, read no further.

There is no magic to finding success with selling something to somebody. Few of us are born to sell. It takes common sense, a passion and knowledge of the basic fundamentals, such as—using both ears like Venus fly traps for effective listening; understanding how to uncover a need you can then satisfy; and learning to benefit from objections rather than viewing them with fear. And, it's key to know the six steps for overcoming those objections.



These topics and others are in a new book, ***How To Be A Best Seller -18 Simple and Proven Steps For Selling Something to Somebody***, based on my thirty-one years in sales and marketing at IBM. As a recent pleased reader said, **"It's like good advice from a friend."** Learn from what one of the best sales organizations in the world taught me about selling; from my mistakes and personal experiences; and from understanding the character traits that make for a successful salesperson. Is *your* career aimed in the right direction? Learn why, with my wife's support, I voluntarily stepped down from a second line IBM manager's position we both sacrificed for, only to return to what I loved to do—selling—and a wonderful work/life balance.

Discover a chapter on closing techniques. It offers six comfortable ways to ask for an order. To reach the closing stage, however, here's a tip: A prospect must first understand and agree to his needs. Learn how to master uncovering those needs—otherwise customers won't buy. Then, understand how to help them visualize and agree to your solution.

Like someone once said, **"Things may come to those who wait, but only what's left by those who hustle."** Success is waiting. Shouldn't you start improving today? Right now, your own book is waiting to be printed on-demand by ordering at Amazon or Lulu.com. *Find out for yourself why the proven steps to sales success can really be this simple—for selling just about anything to anybody.*

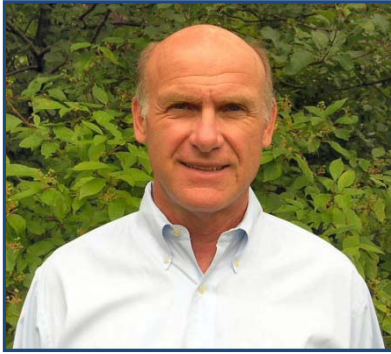
Peter Paul Bud, author

www.BeABestSellerNow.com

Or email at: beabestseller@gmail.com

Paperback or Kindle at Amazon.com, 194 pages, ISBN 1451502141

PS: Download this today: **"What is Winning"** - a motivational piece available on my web site.



ABOUT THE AUTHOR

Peter's life has included three defining moments—his parent's determination to escape with a four-year-old son from a worn torn Hungary; IBM's decision to hire an ordinary, wet behind the ears, college graduate as part of its highly skilled sales force; and, ultimately, getting laid off thirty-one years later, presenting Peter with an opportunity to reinvent himself as an author.

Peter worked for IBM as a top performer in sales and marketing for thirty-one years, generating about one billion in sales revenue. Hard work, the daily gratitude for working for one of the world's best companies and a dedication to selling with unwavering passion, led to numerous extravagant **IBM 100% Club** trips and ultimately to earning recognition as a member of IBM's prestigious **Golden Circle**.

Throughout his career, Peter collected many awards, along with a treasure chest full of invaluable information and experiences gleaned from IBM training sessions, management positions, developing new programs, successes, mistakes and words of wisdom from others.

Upon retirement, he decided it was a shame to simply stop working and allow the lessons learned from over three decades of work to slowly fade away. So, out of a yearning to help people who've chosen, or plan to pursue selling as a vocation, Peter concluded that he would share his knowledge. When he's not selling his book, Peter enjoys family activities, designing and selling t-shirts, camping, snow shoeing, volunteer work, puttering outdoors and cycling.

TESTIMONIALS

"This book will not only instruct you on the how-to's of selling, but through Peter's passion, it will ignite your enthusiasm." *Steve Simpson, Vice President and General Manager*

"A very interesting book.... The bottom line is that I think you have a very strong book on the basics of selling that could benefit many." *George Cook, Executive Professor: Marketing & Psychology, Simon Graduate School of Business - University of Rochester.*

"For a neophyte salesperson, *How To Be A Best Seller* provides a terrific education."
Tom Wood, Real Estate Sales

"Peter's passion for selling is uplifting, inspirational and contagious. He communicates the important details of selling in a fun and understandable way." *Brian Harter, Staff Manager/Sales Executive*

"I spent many years in purchasing wondering why more sales people hadn't read a book like this one."
Peter Lijewski, Vice President

"This book is a nice, easy read. Peter's numerous personal anecdotes take this book beyond a self-help primer, more like good advice from a friend. Highly recommended!!"
Jerry Warakomski, Business Professional

THE AUDIENCE OF SALESPEOPLE:

A June 2, 2008 article in *USATODAY* summarized the U.S. population of sales oriented people as follows—over 45 million who earn their living via commissions, variable pay or in a similar manner other than a fixed salary.

Similarly, about 15.2 million people participate in direct selling (a headcount statistic from the Direct Selling Association). Direct selling is face-to-face selling—the technique described in this book, *How To Be A Best Seller, 18 Simple and Proven Steps For Selling Something to Somebody*, yet beneficial in a variety of sales situations.

THOSE WHO CAN BENEFIT:

How To Be A Best Seller will appeal to:

- > Upcoming graduates.
- > Professionals with a job position that requires selling some of the time.
- > Individuals who sell full time and are still learning the process.
- > Owners of small businesses with limited funds to train sales staff.
- > The unemployed seeking to enhance skills for re-employment.
- > Experienced sales people interested in a refresher.
- > The self-employed with a need to sell his or her offering.
- > Anyone who wishes to give a gift to one of the above.

SNAPSHOT OF THE BOOK'S CONTENT:

How To Be A Best Seller is an easy-to-read, simple to understand, thought provoking summary of knowledge gained from thirty-one years of employment at IBM – a company with one of the most respected sales organizations in the world. Contents include:

- > The basic make-up of a successful sales person.
Is a sales position for you? Do you have the passion?
- > The 6 techniques for effective listening skills.
Why is it important to talk less and listen more?
- > The basic principles of selling – 6 simple and proven steps.
The fundamentals of the Need Satisfaction sales approach taught by IBM.
- > The complete salesperson – character traits required to find success.
What's it take? Who gets hired? Who succeeds?
- > Effectively handling objections – the 6 step A-L-E-R-T-S technique.
Learn why objections are good and how to handle them with ease.
- > Wisdom from my experiences – personal successes and failures.
Why did I step down from a job I sacrificed for?
- > What it takes to advance to management.
Discover thought provoking points about climbing the ladder.