



The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series)

By Linda Richardson

Download now

Read Online ➔

The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson

THE MCGRAW-HILL PROFESSIONAL EDUCATION SERIES

These quick reads, based on McGraw-Hill bestsellers, are designed to meet the needs of busy people. Titles in the series focus on each book's main themes and action ideas, reduced to a manageable page count for on-the-go readers.

A six-step program for hearing and understanding customers' needs, and then selling solutions instead of products.

 [Download The Sales Success Handbook: 20 Lessons to Open and ...pdf](#)

 [Read Online The Sales Success Handbook: 20 Lessons to Open a ...pdf](#)

The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series)

By Linda Richardson

The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson

THE MCGRAW-HILL PROFESSIONAL EDUCATION SERIES

These quick reads, based on McGraw-Hill bestsellers, are designed to meet the needs of busy people. Titles in the series focus on each book's main themes and action ideas, reduced to a manageable page count for on-the-go readers.

A six-step program for hearing and understanding customers' needs, and then selling solutions instead of products.

The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson Bibliography

- Sales Rank: #1721769 in eBooks
- Published on: 2003-03-22
- Released on: 2003-03-22
- Format: Kindle eBook

 [Download The Sales Success Handbook: 20 Lessons to Open and ...pdf](#)

 [Read Online The Sales Success Handbook: 20 Lessons to Open a ...pdf](#)

Editorial Review

From the Back Cover

Open your ears, close your mouth, and see your sales increase

The classic "features and benefits" sales approach is dead. To sell today, you must add value, provide perspective, and show customers how your product will quickly and consistently solve their specific needs. This requires that you first *listen* to your customers--to discover exactly what their specific needs are.

The Sales Success Handbook outlines a battle-tested, six-step program for hearing and understanding exactly what your customers have to say and selling solutions instead of just selling products. Renowned sales trainer and author Linda Richardson presents twenty powerful lessons you can use to:

- Learn from your customers
- Develop a questioning strategy
- Drill down to needs
- Listen to question meaning
- Position solutions
- Use objections to win business
- Avoid closing tactics
- Leverage your resources
- Build your dialogues

Selling is more difficult than ever before. Internet-savvy customers already know what your product is; they need you to explain what it can do for them. *The Sales Success Handbook* will show you how to sell to customers not by what you tell them, but by how well you listen to what they have to say--and persuasively position the value you bring to meet their business and personal needs.

Your customers no longer see you as an expert. They see themselves as the experts and you as a frontline resource, one who can add value primarily by taking the time to understand and give them what they want and need.

Top producers understand this truth. Do you?

The Sales Success Handbook shows you how to replace outmoded product-selling techniques with newly-developed interpersonal tools that will help you open true sales dialogues, confidently work toward the close through each stage of the dialogue, and consistently create lasting sales relationships. Whatever level your sales career has reached, this results-driven guide will provide you with:

- Descriptions of the six critical skills for making dialogues fluid and productive--presence, relating, questioning, listening, positioning, and checking
- Tips for optimizing your opening, and establishing invaluable rapport instead of engaging in generic product discussion
- Guidelines for asking better questions, by phrasing, positioning, and sequencing questions to get your customers to open up and verbalize their wants
- Non-offensive techniques for naming your price based on your schedule, instead of your customer's

- Customer feedback strategies to help you achieve buy-in, seamlessly fine-tune your approach, and keep moving forward
- Resource-leveraging skills for turning six degrees of separation into seven-figure sales
- A three-phase closing process for setting pre-call objectives, making mid-call adjustments, and asking for the customer's business
- A follow-up system, both within your firm and externally, for avoiding the "out of sight out of mind" syndrome

Top producers know that business has changed and to keep an essential edge they can no longer get by on product expertise alone. To reach or maintain the top five percent level, it is urgent that you keep up with this change. *The Sales Success Handbook* walks you through the entire process, drilling you on the six critical skills of successful sales talk and shifting you from the mindset of an expert to that of an essential, invaluable, and irreplaceable resource.

About the Author

Linda Richardson is founder, CEO, and president of Richardson, a leader in the global sales training industry. A pioneer in the ongoing move to consultative selling and popular speaker at industry and client conferences, Richardson also teaches sales and management courses at the Wharton School and Wharton Executive Development Center. She has been featured in *Forbes*, *Nation's Business*, and other national publications, and is the author of influential books including *Stop Telling, Start Selling*, *Selling by Phone*, *Sales Coaching*, and others.

Users Review

From reader reviews:

Joseph Lewis:

Do you one among people who can't read pleasurable if the sentence chained within the straightway, hold on guys that aren't like that. This *The Sales Success Handbook: 20 Lessons to Open and Close Sales Now* (The McGraw-Hill Professional Education Series) book is readable by you who hate those perfect word style. You will find the information here are arrange for enjoyable reading through experience without leaving actually decrease the knowledge that want to offer to you. The writer of *The Sales Success Handbook: 20 Lessons to Open and Close Sales Now* (The McGraw-Hill Professional Education Series) content conveys thinking easily to understand by a lot of people. The printed and e-book are not different in the articles but it just different available as it. So , do you nonetheless thinking *The Sales Success Handbook: 20 Lessons to Open and Close Sales Now* (The McGraw-Hill Professional Education Series) is not loveable to be your top list reading book?

Roberto Garcia:

This *The Sales Success Handbook: 20 Lessons to Open and Close Sales Now* (The McGraw-Hill Professional Education Series) is great e-book for you because the content that is certainly full of information for you who else always deal with world and still have to make decision every minute. This kind of book reveal it info accurately using great arrange word or we can point out no rambling sentences within it. So if you are read it hurriedly you can have whole facts in it. Doesn't mean it only will give you straight

forward sentences but tricky core information with lovely delivering sentences. Having The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) in your hand like finding the world in your arm, data in it is not ridiculous 1. We can say that no reserve that offer you world in ten or fifteen tiny right but this guide already do that. So , this is certainly good reading book. Hey there Mr. and Mrs. busy do you still doubt in which?

Pearl Young:

You could spend your free time you just read this book this guide. This The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) is simple to develop you can read it in the park your car, in the beach, train along with soon. If you did not include much space to bring typically the printed book, you can buy the actual e-book. It is make you better to read it. You can save the actual book in your smart phone. So there are a lot of benefits that you will get when one buys this book.

Douglas Brownlee:

This The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) is new way for you who has intense curiosity to look for some information mainly because it relief your hunger info. Getting deeper you upon it getting knowledge more you know or perhaps you who still having little bit of digest in reading this The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) can be the light food for yourself because the information inside this book is easy to get by means of anyone. These books create itself in the form that is certainly reachable by anyone, sure I mean in the e-book form. People who think that in book form make them feel tired even dizzy this publication is the answer. So you cannot find any in reading a book especially this one. You can find what you are looking for. It should be here for a person. So , don't miss this! Just read this e-book type for your better life along with knowledge.

Download and Read Online The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson #O391YDVNECU

Read The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson for online ebook

The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson books to read online.

Online The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson ebook PDF download

The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson Doc

The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson Mobipocket

The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson EPub

O391YDVNECU: The Sales Success Handbook: 20 Lessons to Open and Close Sales Now (The McGraw-Hill Professional Education Series) By Linda Richardson