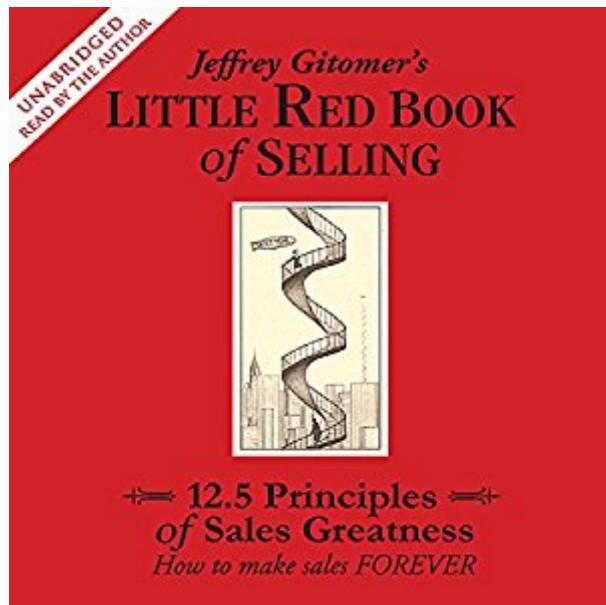


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The Little Red Book Of Selling: 12.5 Principles Of Sales Greatness



Synopsis

Join a new generation of listeners who have discovered the groundbreaking new V-Book™ format, brought to you by Simon & Schuster Audio and Jeffrey Gitomer, as a powerful and flexible new technology for improving your life and your career. The V-Book™ edition of Jeffrey Gitomer's Little Red Book of Selling presents over four hours of iPod-ready digital video and audio that you can watch or listen to anytime, anywhere. The breakthrough V-Book technology allows you to turn your laptop, DVD or MP3 player into your own personal sales seminar recorded live in Jeffrey's studio. On only four discs, you get Jeffrey's dynamic, inspiring presentation of his entire New York Times and Wall Street Journal bestseller in three different formats: DVD video iPod ready digital video on DVD-ROM MP3 audio The two DVD discs offer the complete video presentation of the book on traditional DVD. Pop them into any DVD player or DVD-equipped computer whenever you want to keep everyone excited and motivated. The DVD-ROM contains the complete video presentation of the book in digital video files that you can watch on your computer or load onto your iPod, so you'll always have easy access to a quick video jolt of Jeffrey's hard-hitting sales advice at your fingertips. Finally, the MP3 disc gives you Jeffrey's lively presentation of the unabridged audiobook - a piece of sales performance art you'll want to experience again and again - in files that will play on any MP3 player or computer. Whether you watch, listen, or both, Jeffrey's proven Principles of Sales Greatness will help you convert selling skills to buying motives and urge you to a higher, helping purpose of every day.

Book Information

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Customer Reviews

This book is one of dozens out there that should go in the motivation section rather than the sales section. If you need motivation, this book is great. But if you are looking for solid advice on how to improve your sales technique, don't waste your money. The book is littered with cute phrases like "Kick your own ass", and "the more you love it, the more you will sell". I bought the book because there are small nuggets of good information in it. I kept it because I know someday I will need motivation. But I quickly became tired of "Rah-Rah, I'm the best salesman ever, and you suck unless you work harder." Don't get me wrong, everyone could stand to work harder. But that wasn't what I was looking for. If you want motivation, read this book. If you want solid sales advice, read "SPIN Selling", or "Soft Sell".

Mine is obviously a dissenting opinion, but I vehemently disliked this little book. As one of the previous reviewers so aptly pointed out, it is not about selling, it is about personal motivation. If you need somebody to tell you the obvious things you need to do to be a successful sales person, then this book may help you. But if you're interested in learning about the sales process, there's just not much here. The bombastic and cutesy writing quality is a big put-off for me, from the numbered lists that all end in ".5" to the use of semi-outrageous language. The author warns his readers that, "This book contains language used by real people used in real situations in sales." I don't know what crowd he is selling to, but I have been in sales for thirty-five years and I don't recall anyone ever using the word "puke" in a business conversation. The author must really like that word, as he overuses it throughout the book. My biggest disappointment was that he actually hooked me in the introduction with the concept that we really should be studying how customers buy rather than how salesmen sell. That seemed like a clever and viable to way look at the selling/buying process, but there was unfortunately no follow up on that idea throughout the remainder of the book. If you're trying to pump yourself up or have work ethic issues, then maybe it's worth the purchase, but if you appreciate good writing and thoughtful analysis, don't waste your twenty bucks.

I have been in sales for at least seven years full time as an Executive Search Recruiter in the US, Japan, and New Zealand. I am a big believer in personal development and so I have read my fair share of sales books. To be honest there are books that forget to tell you that it will be difficult and take time to grow your business and ability but Jeff Gitomer's book does neither of these things. He is brutally honest and at the same time inspirational in his goal to make you the best salesperson you can be.... for life. This is not a book for people who need a quick fix to get them out of a slump

or to even convince them that a sales career is for them. Jeff's main focus is on techniques and attitude to be the best. Not half way there, but the very best. He doesn't prescribe shortcuts although you can take pieces of his advice and use them the next day, ultimately he is suggesting you take the time to put your heart into your work for a lifetime. It is a concept that people who go to work for a pay check may really struggle to put into practice for an employer, but for business owners and those who want to push themselves for lifelong sales and professional achievement then I highly recommend this book to you.

Some of this stuff isn't practical, like having your kid leave voice mail messages for hard to reach prospects (note to Jeff...it didn't work!). However, the section about power questions was right on the money. 95 percent of all salespeople ask stupid, pointless questions. Power questions work. A strong 3 1/2 stars. Not the best I've read, but worth the \$\$\$.

I'm sure Mr. Gitomer is a good salesman since he, after all, managed to sell me his book. But he's not a good author and his book is not worth the time. His practical advice ranges from things like "don't whine", "buy your own laptop if your company won't buy you one" to "stay up late to prepare for next day instead of watching TV." Maybe there is some good advice in this book for children selling lemonade down the street, but it's a joke for any true Sales/Marketing professional. There are tons of better books out there, don't waste your time on this one. For good books on complex sales, try "Solution Selling" by Bosworth or "Hope is not a strategy" by Page. They lay out a proven, scientific and structured approach to the entire sales cycle. My company uses it routinely to great effect.

Solution Selling: Creating Buyers in Difficult Selling Markets
Hope Is Not a Strategy: The 6 Keys to Winning the Complex Sale

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