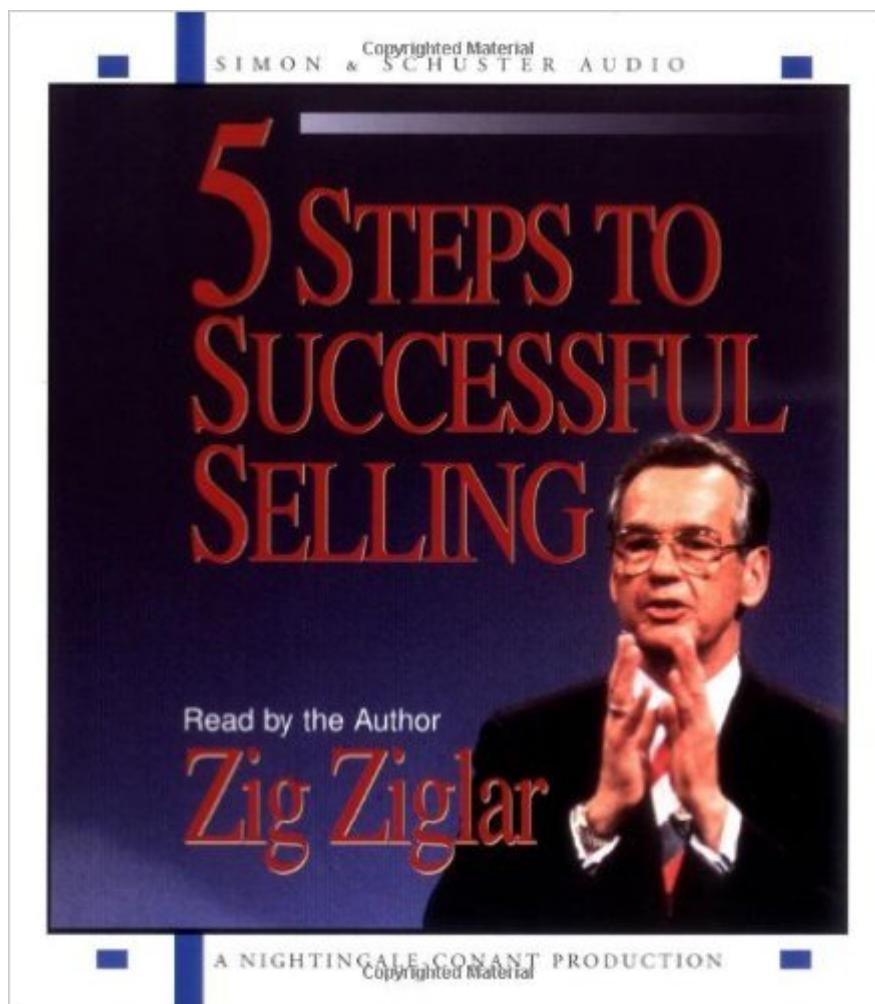


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# 5 Steps To Successful Selling



## **Synopsis**

SALES SUCCESS CAN BE YOURS WITH ZIB ZIGLAR'S 5 STEPS TO SUCCESSFUL SELLING  
GREAT SALESPEOPLE ARE MADE, NOT BORN You've heard about "natural-born salespeople" -- those super salespeople who seem to perform intuitively and succeed effortlessly. In 5 Steps to Successful Selling, Zig Ziglar shows you that those success stories result from study and observation rather than inborn talent. They are the result of mastering the art of selling. Now you can master those techniques and perfect your own selling skills -- skills that will take you from being a good salesperson to being the best. A super salesman himself, Zig Ziglar draws on his many years of experience to define and explain the keys to successful selling: Prospecting: identifying who can and will buy Presenting: knowing the product and showing it effectively Closing: winning the sale Follow-up: maintaining customer contact Positive self-image: the foundation of success in selling After learning the 5 Steps to Successful Selling -- whether you are a beginner or a seasoned veteran -- you can't help but come away a better salesperson.

## **Book Information**

Audio CD

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## **Customer Reviews**

I have the audio cassette version, and I must admit this is one of Zigs best audio programs. The first part of the tape or cd talks about Self Image, then it goes on the Prospecting, and then other areas of sales. Don't waste your money on any of Zigmars other tapes, if you want an audio program which will benefit all areas of your life, this is the one. We are all in sales, you sell yourself in an interview when trying to land that job you want, you sell yourself to that guy or girl that you want to ask out on a date. We are all in sales. Just a little note, these audio programs where done quiet a few years

ago, and now they have been put onto Cd's, if only it were made available on cd in the first place, because i ended up buying the cd version and giving the cassette version to my friend. Another way to generate sales. I hope you enjoy this program, its the only one you need to succeed.

Ziglar will make you laugh with his lighthearted humor, and you'll cry because you didn't get this sooner. Anyone who does any type of selling will benefit from listening to this book. Not only does he provide a lot of useful information but Zigler delivers it in a way that will definitely keep you awake and listening to the very end. Personally I think much of the information is helpful to not only sales people but anyone who wants to improve their "people skills". If you've thought about buying this before don't hesitate one moment longer. Grab it now!

Zig gets to the root of what makes a successful sale happen. He narrows down to the basics and practicalities of things people should look for regardless of what sale you are doing. Exciting and energetic Zig Ziglar is exciting to listen to and provides some good tips for people to watch out for when making a sale.

Anything the Zig Zigler put out during the time he was living is well worth the time and money. He had a great sense of humor and method of selling that will outlast any sales gimmick. All of his tapes and books are excellent reads or listening to as you drive. You will grow personally and professionally through his teaching. When I lecture and/or present leadership development, I use Zig and John Maxwell for emphasis.

No matter what you do in life, we all sell something all the time. This guy grew up a kid in his uncle's hardware store where he learned people don't buy a certain size drill because they need a drill, they need a hole. Ziglar makes selling fun, and profitable. Claudia Strasbaugh

His presentation is always beautiful and he expounds so well. Very good for your home library

Wow, wow, wow! If you are in sales, this little cassette will save you money, time, and energy. This is a must have for all sales people. If you are a sales professional and don't have this little gem, I don't think you are serious about your sales!

I have listened to this CD three times and I hear something every time that I missed the first time.

I've been incorporating some of these principles in my sales techniques and as well as when I've taught my classes. I'm looking forward to learning more from Zig.

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