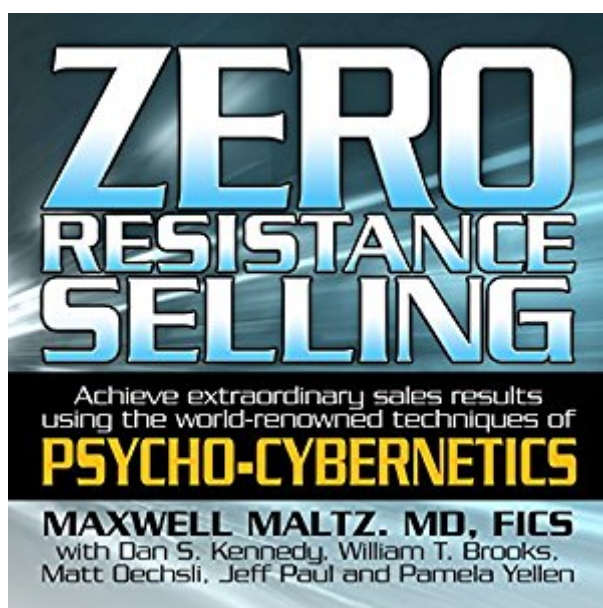


The book was found

Zero Resistance Selling: Achieve Extraordinary Sales Results Using The World-Renowned Techniques Of Psycho-Cybernetics



Synopsis

Close with Supreme Confidence - Attract Superb Customers and Big Checks Without Resistance and Without Using High Pressure! Achieve extraordinary sales results using the world-renowned techniques of Psycho-Cybernetics. Dr. Maxwell Maltz, the creator of Psycho-Cybernetics, and five hugely successful sales entrepreneurs - each a Psycho-Cybernetics success story - reveal how to apply this powerful self-improvement program to every aspect of selling. Learn how to completely eliminate customer resistance even as you remove your own mental obstacles and doubts. This unique program enables you to: Quickly become a "master closer" Use objections to forge a "partnership" between you and the customer Make dynamic, action-inspiring sales presentations Soar out of any selling slump Ensure your own financial health and well-being Sell successfully even in situations where your self-image insists you're in "over your head" Network for astounding results - without wasting time Conquer call resistance forever Use stress to your advantage Attain happiness and peace of mind in your sales career Zero Resistance Selling shows you how to literally "eprogram your self-image to help you attain your loftiest selling and career goals.

Book Information

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Customer Reviews

I have been in the sales game a long time so pulled a few morsels from the book. Someone starting out should have this high on their list.

I went from no sales to 200k overnight!!! Should be required reading for all of those who want a successful sales career. Highly recommended.

A perfect adaptation of the original Psycho-Cybernetics for the sales arena. Gives specific examples of how to transform your selling skills by using Psycho-Cybernetics techniques. So easy to use and implement.

Out of all the books I've read on sales, this is the very best. It utilizes many of the principles of Psycho-cybernetics, another book by Maltz, and gets directly to the heart of finding success in selling. I would recommend this book to anyone who wants to learn how to be successful in sales or any other field where one must be persuasive. A person must improve their self image if they want to find success in any field and this book aids in that endeavor.

This is such an awesome book for selling. It takes you to another level as a pro salesperson. I am on my second time reading it and I'll probably read it many more times.

Maltz is credited with authoring this book, but several other people copped his voice and ideas to flesh it out. Sometimes the point-of-view shifts and it's not Maltz writing about his experiences in the 50s, it's Dan Kennedy writing about the 80s.... and it's a little confusing. Actually the tone of the writing is very consistent so it's like, "how did this guy accumulate so many stories in such diverse fields?" - and then you realize that it's written by several writers sharing their own perspectives on Maltz's timeless insights. Experienced salespeople can learn a lot from this - but if you've been selling for a while you have probably figured a lot of this stuff out. Beginners and the thin-skinned let rejection get to them, pros don't - or at least not enough to make them give up and quit. People who are "selling machines" are uncommon - most people don't have the natural personality traits to do sales effortlessly, but they can learn to build a suit of armor within themselves to protect themselves from the hard knocks of sales. That's what this book is all about. If you are a hardened salesperson or an ex-marine you probably will think all this "sensitive" stuff is a lot of bunk - but having employed a lot of salespeople I can tell you - a lot of them are fragile people in some way or other and sales really is not friendly to the fragile. David Sandler's sales training is a great complement to this book - because he's warm and compassionate toward salespeople. You might not like to think that inside yourself is a little child craving validation and love, but if you put your self-worth on the line selling to strangers (or not selling, which is far worse) that inner child needs some nourishment to keep you going through the tough times. All salespeople have slumps... and when you are in one it's tempting to give up and do something less well-paid that puts a whole lot less of you on the line. The truth is that

selling requires "Bullocks" and few people have that quality in natural abundance. They need to learn it. Anything you do that gives you the Grit to persevere can help - because that's what success is mostly, having the courage to keep showing up and working towards getting the results you want. This is the book I tell beginners to read. If you train or hire salespeople it's worth reading too - because even if you are a good sales performer a lot of the people you are working with will have big self-esteem issues that aren't obvious to YOU, but show up when they go out and try to sell - often in the form of reluctance to generate leads or make phone calls, perverse as that is.

As with any book it may be for some but never for all. Personally this is exactly what I needed. I have struggled most of my life with a low self image. This book along with Psycho-Cybernetics is exactly what I needed long ago and fortunately now is making a difference in my life. My career objective now requires more "selling" so this book is right on in that regard, but more importantly is making a dramatic difference in me personally so I can enjoy my life.

Definitely one of the best books on selling and self image that ever have been written. Even though it is an older book since the author suggests to listen to a tape cast before a major presentation it is one of the best books that is in the market and is a must read for every sales person.

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