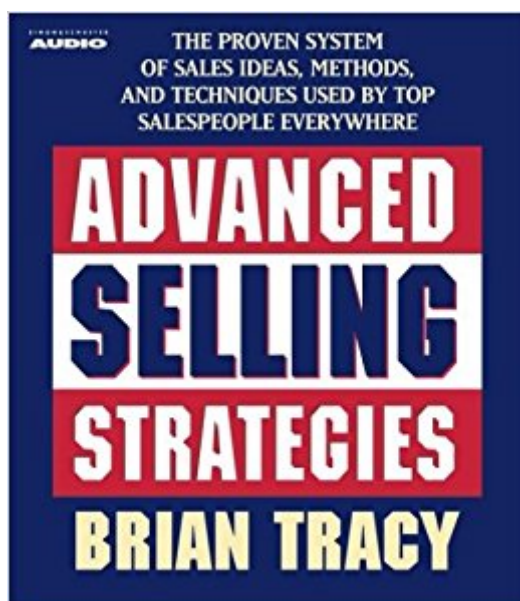


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# Advanced Selling Strategies: The Proven System Practiced By Top Salespeople



## Synopsis

GAIN THE EDGE YOU NEED! Strategy, tactics, and mental preparedness separate superior salespeople from the average -- and with technological advances leveling the competition, the selling edge is more important than ever. Drawing on his own successful sales career, and on his extensive experience as a sales consultant and seminar leader, Brian Tracy has developed the most comprehensive and effective approach to selling ever created. *Advanced Selling Strategies* provides you with the techniques and tools used by top sales people in every industry -- methods that net immediate and spectacular results. This audiobook explains how to:

- Develop the self-image to give you the edge in every sales situation
- Concentrate on the customer's emotional factors to ensure better sales results
- Identify your customer's most pressing concerns and position your product or service to fill those needs

## Book Information

Audio CD

Publisher: Simon & Schuster Audio; Abridged edition (April 1, 2004)

Language: English

ISBN-10: 0743537270

ISBN-13: 978-0743537278

Product Dimensions: 4.9 x 0.5 x 6 inches

Shipping Weight: 4 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 11 customer reviews

Best Sellers Rank: #955,569 in Books (See Top 100 in Books) #54 in [Books > Books on CD > Business > Sales](#) #622 in [Books > Books on CD > Business > General](#) #1322 in [Books > Books on CD > General](#)

## Customer Reviews

Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. He is the top selling author of over forty-five books that have been translated into dozens of languages. Brian is happily married and has four children. He is active in community and national affairs, and is the President of three companies headquartered in Solana Beach, California.

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national affairs, and is the President of three companies headquartered in Solana Beach, California.

If you need all the basics of a sales course in only 90 minutes--here they are. Created by a sales training expert, the program encompasses everything from sales-call rehearsal to effective closing methods. In between are tips for creating a professional image, handling rejection and prospecting for clients, along with a list of interest-generating questions to ask during sales presentations. Healthy emphasis is placed on the "new model of selling," which stresses a consultative approach. The practical information more than makes up for the dry presentation. D.M.G. (c)AudioFile, Portland, Maine --This text refers to an out of print or unavailable edition of this title.

This product came quickly this is my second copy as I purchased this for a colleague who is a new college student interning with our firm and new to sales so I thought this would help him

Very good for reinforcing ones sales habits. Also a couple of useful gems. If you are new to sales I would give it 6 stars. I have been in sales for over 35 years and one never stops learning. I always have a chuckle when older people slag a self improvement book yes there might be a lot of stuff there that you already know but, if you go right back to the beginning all mentors like Tracy talk about repetition and compounding. So to all you youngsters out there never stop learning and reinforcing. And to all you know it all's out there who think you know everything, you better go and buy Darren Hardys book the compound effect.

Like most longtime professional salespeople, I find very little new in books and tapes such as these. That said, This book is a great reminder of the basics. I find Brian Tracy motivating and listen to this and other Brian Tracy tapes when I am suffering from call reluctance or a general temporary loss of motivation. I would recommend this for any salesperson at any point in his or her career. Thanks, Stephen LeGare Insurance Agent Plano, Texas

I enjoyed a refresher course on selling and bought this in the audio book edition so I could play it on my iPod as I did other things. Great information and useful reminders.

This is just a short version of Brian Tracy's Psychology of Selling with a few useful tips that were not mentioned in Psychology of Selling. Both are great!

"Advanced Selling Strategies" in an excellent audio cassette by Brian Tracy. I have now developed exceptional self-confidence in my selling abilities. I have now managed to overcome the psychological barriers that were curtailing my sales and personal success. I have acquired skills and expertise on various facets of selling such as creating positive first impression, how to create a unique selling proposition, how to develop trust with my prospects, and how I should close the sale. I particularly enjoyed learning about the modern selling techniques that takes a positive approach to selling that includes building trust, helping in identifying the needs of the prospect and ensuring that they are met by the products or services that one is selling, among other things. I have developed the habit of looking at successful people and studying how they achieve their success. I talk to them and continuously learn new techniques to ensure that I am a high achiever, not only in the selling area but in various aspects of my life. We all sell something, be it our skills to our employers or goods or services as part of our jobs or as owners of our businesses. In all cases, the question arises as to whether we are getting the most revenue/profit from the sale and if we are having highly satisfied customers from our efforts. To answer these and other questions, I recommend one to listen to the audio cassette by Brian Tracy. This may not only be the most effective use of your time whilst driving but can make a huge difference between being just another salesperson or being a first rate, top class, high earning and satisfied person.

This is a great audio series to keep in your car if you are in sales. Brian provides great information from start to finish to help keep your sales on track. Great to listen to before or after calls as a reminder of how to get to or stay on top.

If the sign of a good book is having lots of pages, I'm sure that this would be the best sales book on the market. But it's not a good book. Not even close. The content is valuable, but it's poorly organized. If I followed Brian Tracy's advice on Pareto's Law, then I'd be frustrated looking for the 20% of the content that is actually useful. This is Brian's worst sales book by far, and not a book I would recommend to anyone, let alone someone just starting out in sales. It would be a better book if he cut the fluff by 75% and got to the point. Instead of "Advanced Selling Strategies", pick up "Be a Sales Superstar: 21 Great Ways to Sell More, Faster, Easier in Tough Markets" by the same author. The content is almost identical, and a much easier read.

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