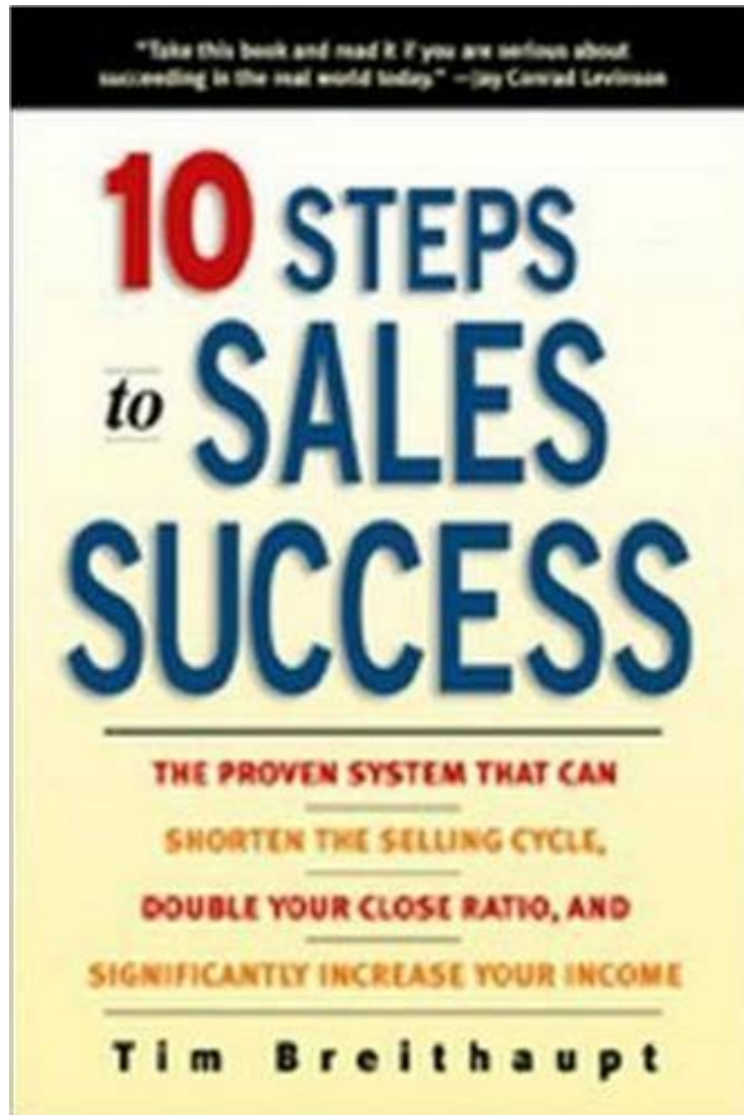


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10 Steps to Sales Success: The Proven System That Can Shorten the Selling Cycle, Double Your Close Ratio

Tim Breithaupt

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hand out to new sales reps/trainees. It's definitely worth the read, and there's lots of useful information beyond selling. Also it takes sales reps out of their nasty cliché naming them sales entrepreneurs, which surely is a much more proactive view on and from the person that involves in sales. Good work! 6 of 6 people found the following review helpful. A must read for any level of sales professional. By A Customer Our company has made this book required reading for all salespeople within the organization. If you're a SR sales person or new to the business Tim's book will be entertaining and helpful. His motivational techniques and situational selling principles will be an asset to any level of sales person.

This title provides sales professionals with a precise, proven system designed to help them move beyond mere sales survival to supreme sales excellence! This step-by-step methodology covers the entire selling process, including such topics as building rapport, creative negotiation, closing, and follow-up. Breithaupt is a one-man sales phenomenon who has trained sales professionals for many Fortune 500 companies. This title features the author's unique ten-step Sequential Model of Professional Selling. It is an inspirational book packed with "how-to" examples. It includes humorous illustrations to support key points. The Canadian self-published version of this book first came out in 1999 and is now in its fourth printing with over 11,000 copies in print - just one of the author's sales achievements.

"This is the book that will make you want to throw your canned sales presentation out the window." -- Sales Marketing Management From the Author Self-reliant sales entrepreneurs who thrive in today's fast-paced, high-performance business environment are quickly replacing old-style corporate sales representatives. Customers today are immune to traditional sales techniques. They're buying differences, not similarities, and they're demanding value-added solutions to provide a competitive edge. Sales entrepreneurs understand that in order to satisfy their customers they need to embrace an ethical code of conduct that includes all aspects of the business relationship. About the Author Tim Breithaupt (Calgary, AB, Canada) is the founder of Spectrum Training Solutions, Inc., offering training in sales, customer service, and negotiation. He is an accomplished speaker and has trained sales professionals from many Fortune 500 companies.