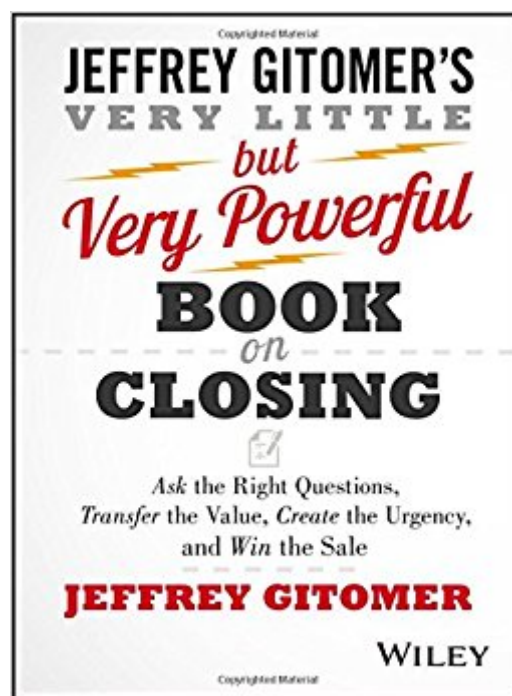




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The Very Little But Very Powerful Book On Closing: Ask The Right Questions, Transfer The Value, Create The Urgency, And Win The Sale



Synopsis

A leading authority on sales and customer service reveals how to close the deal on your terms. This powerful book shows you new perspectives on closing that builds relationships, creates partnerships, and allows you to win your price on your terms. The Very Little But Very Powerful Book on Closing is a great tool to help you ask effective closing questions, create urgency, and find your winning formula. With this book as your guide, you'll master closing the sale in just five steps. • Packed with insights grounded in real world experience from the bestselling author of The Sales Bible and The Little Book of Leadership • Contains essential advice from the leading authority in sales and customer service • Teaches you how to ask the right questions to close the sale

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Customer Reviews

Having trouble closing the deal? Stop blaming your prospects for your lack of sales and learn what it takes to close the deal. In The Very Little but Very Powerful Book on Closing, bestselling author and sales expert Jeffrey Gitomer draws on his years of experience to reveal the proven keys to closing sales and advancing your wealth. This foolproof guide will strengthen your ability to build relationships and forge new partnerships. It also teaches you how to overcome resistance, build trust and confidence, and close sales at the best rates. By following Gitomer's simple instructions, you will discover how to formulate the right closing question for each situation, create an irresistible sense of urgency, and breed sales. There are specific facts pivotal to a successful sale. The Very Little but Very Powerful Book on Closing includes five crucial questions to help you

uncover these facts without inflicting pressure or chasing away prospects. You will learn how to use the questioning process early and often to maintain a favorable sales atmosphere. Effective questioning strengthens sales and perceptive listening supercharges them. The Very Little but Very Powerful Book on Closing includes essential guidelines that will maximize your listening skills, increase your productivity, reduce errors, gain customer satisfaction, and help you make more sales. The close of a sale consists of a delicate balance between your words and actions, and the prospect's thoughts and perceptions. This formidable text reveals the six closing strategies and tactics utilized by leading salespeople. The author explains why you don't close the sale, you assume the sale! The strongest selling strategy in the world is the assumption that you will make every sale you attempt. Once you master the winning sales techniques outlined in The Very Little but Very Powerful Book on Closing, you will be transformed into a salesperson that others envy. You will have the skills to beat the competition at every turn, win new accounts, retain valued clients, and take your sales to the next level.

THE AUTHORITATIVE GUIDE TO POWERHOUSE SALES The Very Little but Very Powerful Book on Closing gives you the inside track to the winning techniques for making the sale at the price you want. Written by Jeffrey Gitomer—the global sales authority and bestselling author—this indispensable resource shows how to overcome customer resistance and includes the low-down on the right ways to ask for a sale in order to seal the deal. Designed to be practical, this invaluable guide is filled with sure-fire tips and compelling examples that illustrate how to ask the five crucial questions that will create a sense of urgency prospects cannot ignore. Once you've mastered the art of asking these essential questions you will get to the heart of the customer's problem or need, very quickly, without the buyer feeling like she is being pushed. The author shows how to walk the delicate balance between your words and actions, and the prospects thoughts and perceptions. To give you a definite edge, The Very Little but Very Powerful Book on Closing offers fourteen proven guidelines that help you maximize your listening skills, increase your productivity, reduce errors, gain customer satisfaction, and make more sales. With The Very Little but Very Powerful Book on Closing as your guide, you can develop the closing skills and build the confidence necessary to become a sales powerhouse.

As a huge fan and owner of all of Mr. Gitomer's previous books I was very disappointed in this book. His Sales Bible is my go to book and everything in this new book, he has written previously I would like to see him do a book on web based marketing as his site is a testament as to what a website

should be. This book is just a rehash of what he has already published previously. If you need quick tips and haven't read his previous books it is useful. If not, this is just a cut and paste book from his previous works

When I first started in sales I enjoyed Gitomer's books. Not that I'm expert now, or past his level of training, but I have changed over the years. I'm always looking for ways to improve or add to my skill set and thought this would be informative. Instead I pictured a man on a stage yelling "It's your fault." That could be true but the presentation of information seemed cheap. Disappointed for sure but it could be that after 20 years I just respond to a different kind of training. I really enjoy Jeff Shore and believe he communicates his training effectively.

Makes for an informative pamphlet. Don't get me wrong, I'm a Gitomer fan - just don't like the "depth" of this one. Of course, to his credit, the title warns about the absence of detail. Perhaps I've read too many books on closing. This one provides nothing new. Actually, the best content, in my opinion deals with listening skills - not closing.

Jeffrey, Just received your book today and I am already committed to absorb and harness its power, not just for sales but also for efficiently garnering interest in worthwhile projects in my community. I believe that the quality of my communication is measured by the results that follow. Thank you some tools to correct my communication and understand my client intentions more effectively. Sincerely, Sylvia PS My husband says God created only a small percentage of attractive heads, the rest he covered with hair.

Very small book : I read it in 20 minutes... It won't teach you anything you cannot find on any poor blog or any "youtube podcast". I cannot tell you I have lost my time (20 minutes) but... Pfff... what a deception !

Purchased as a gift.

Whether you are new to sales or have been selling for a while this book is awesome. For the new salesperson there is solid sales advice for helping the sales process. If you are new to sales this book is packed with real information that can be used to help close the deal in a way that is effective and not creepy. This book could easily be overlooked because of its small size but it is packed with

powerful information. The cool thing about this book is it starts where closing has an issue and that is really the salesperson. When a sale is not made it isn't the fault of the buyer its the fault of the seller. Most salespeople do not want to hear this piece of information when they do not make the sale but they need to. In this book you will find some easy to read sales strategies to implement quickly: A few different ways to ask for the sale A list of 25 questions you can use to make your own powerful questions Some great guidelines of how to listen No sale will be made unless you ask for it How to assume the sale and have some confidence The self test at the end is something every salesperson should go through as a checklist to confirm they have done everything correct to make the sale whether it has closed or not. This is a great book for a salesperson who is new or who has been out in the field for a while. The book is to the point and an easy read. Jeffrey is never short on telling it as it is and this book is no different. Where I can see this book having the biggest impact is for the salesperson who is struggling and doesn't know where to turn or who to talk to. The reason I believe this book will be an instant classic is it is short and to the point, packed with real sales information and has relevant ways to close the deal for some time to come. The only thing I don't like about this book is I didn't have it when I first started selling years ago as it would have saved me tons of torment.

Nice. Straight to the point.

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