

Secrets of Closing the Sale

By Zig Ziglar

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Secrets of Closing the Sale By Zig Ziglar

Whether presenting a product or principle, service or idea, we all engage in sales. Zig Ziglar presents winning techniques for getting a positive response and establishing dynamic relationships. Readers discover how to:o project warmth, enthusiasm, and integrity o effectively use 100 creative closes o increase productivity and professionalism o overcome the five basic reasons people will not buy o deal respectfully with challenging prospects

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Editorial Review

From the Back Cover
What is the best way to persuade someone to take action? Do our customers, clients, or patients believe that we are looking out for their best interests? These are just a couple of questions that successful professionals need to ask every day.

Full of entertaining stories and real-life illustrations, Secrets of Closing the Sale will give you the strategies and guidelines you need to become proficient in the art of effective persuasion. You will learn how to:

- project warmth, enthusiasm, and integrity
- effectively use over one hundred creative closes
- increase productivity and professionalism
- overcome the basic reasons people will not buy
- deal respectfully with challenging prospects

Zig Ziglar's principles of success are easy to understand and apply, yet they have a far-reaching impact. By using his proven methods, you will be able to face your prospects with enthusiasm and confidence.

"To call Zig Ziglar a 'super salesman' is an understatement. This work is a compilation of everything he knows about the art of selling. It's worthwhile reading."-Richard M. DeVos, cofounder of Amway, owner and chairman, NBA Orlando Magic

"I dove into as many of Ziglar's tapes and books as I could to develop my abilities. Within a few years, I was breaking every sales record imaginable."-Linda Burzynski, Computer Moms International

"This book will arm you with all the tools necessary to become an extraordinary salesperson. You'll grow professionally and personally."-Nido R. Qubein, chairman, Great Harvest Bread Co.

"Zig is an example to follow."-John C. Maxwell, founder of the INJOY Group

About the Author
Zig Ziglar, a talented author and speaker, has traveled over five million miles and worked with clients and corporations of all sizes, from Fortune 500 companies to churches, schools, and non-profit associations. He has written twenty-one books on personal growth, leadership, sales, faith, and success, nine of which have been bestsellers. He lives in Carrollton, Texas.

Users Review

From reader reviews:

Lillie Levine:

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using your subject. If you can make examining a book Secrets of Closing the Sale being your habit, you can get much more advantages, like add your personal capable, increase your knowledge about some or all subjects. You could know everything if you like open up and read a publication Secrets of Closing the Sale. Kinds of book are a lot of. It means that, science guide or encyclopedia or other people. So , how do you think about this book?

Hollie Hoffman:

The book Secrets of Closing the Sale has a lot info on it. So when you read this book you can get a lot of advantage. The book was published by the very famous author. Mcdougal makes some research prior to write this book. That book very easy to read you can obtain the point easily after looking over this book.

Lori McDonald:

People live in this new day time of lifestyle always make an effort to and must have the extra time or they will get wide range of stress from both day to day life and work. So , whenever we ask do people have spare time, we will say absolutely indeed. People is human not really a robot. Then we request again, what kind of activity have you got when the spare time coming to you of course your answer may unlimited right. Then do you try this one, reading ebooks. It can be your alternative throughout spending your spare time, typically the book you have read is Secrets of Closing the Sale.

George Rodriguez:

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