



The Sales Mastery Academy: The Selling Difference - From Prospecting to Closing (Made for Success Collection) (Made for Success Collections)

By Made for Success, Zig Ziglar



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Learn to harness the power of social media to increase your sales! This multi-session audio program is designed to prepare a sales professional to move to the next level of success in this evolving profession.

Rapid technological changes in the workplace have created new demands for sales professionals. Now that the world is flat from a sales territory viewpoint, cross cultural negotiation abilities have created a need for a new skill set in the world of selling. *The Sales Mastery Academy* has the answers, including sales prospecting skills, negotiation techniques, foolproof closing methods from the Master Closer, overcoming objections with the LQET formula, and of course, how to get and stay motivated. The concepts and skills outlined by three of the most sought after experts in their field will enable you to arrive with confidence and comfort.

In this nine-part audio is a proven step-by-step process to guide you through the evolution of the sales profession. Learn how to set and achieve your goals with Zig Ziglar's unique seven-step goal attainment procedure, and learn the fundamental skills to meeting the changes with prospects and customers. In many cases, the sales cycle is longer and there are more people and departments involved in decision making. Learn how to turn any product into a "solution." Our customers, the economy, corporate profits, and social responsibilities are changing. How are you responding to these changes? Get equipped to compete and win more deals.



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Editorial Review

About the Author

ZIG ZIGLAR, world renowned author and speaker, has an appeal that transcends barriers of age, culture, and occupation. Since 1970, he has traveled over five million miles across the world delivering powerful life improvement messages, cultivating the energy of change. He has written twenty-nine celebrated books on personal growth, leadership, sales, faith, family, and success. Ten titles have been on the bestseller lists; his books and tapes have been translated into over thirty-eight languages and dialects.

BRYAN FLANAGAN began as a delivery boy at IBM. In 1984, he discovered Zig Ziglar, a gifted, polished speaker and trainer. His career with IBM saw him advance through sales and management using material he learned from Zig's first book. He has since proven himself a top corporate trainer who has a special passion for salespeople. His sessions are lively, fun, fast paced and full of interaction.

Users Review

From reader reviews:

Stanley Wells:

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