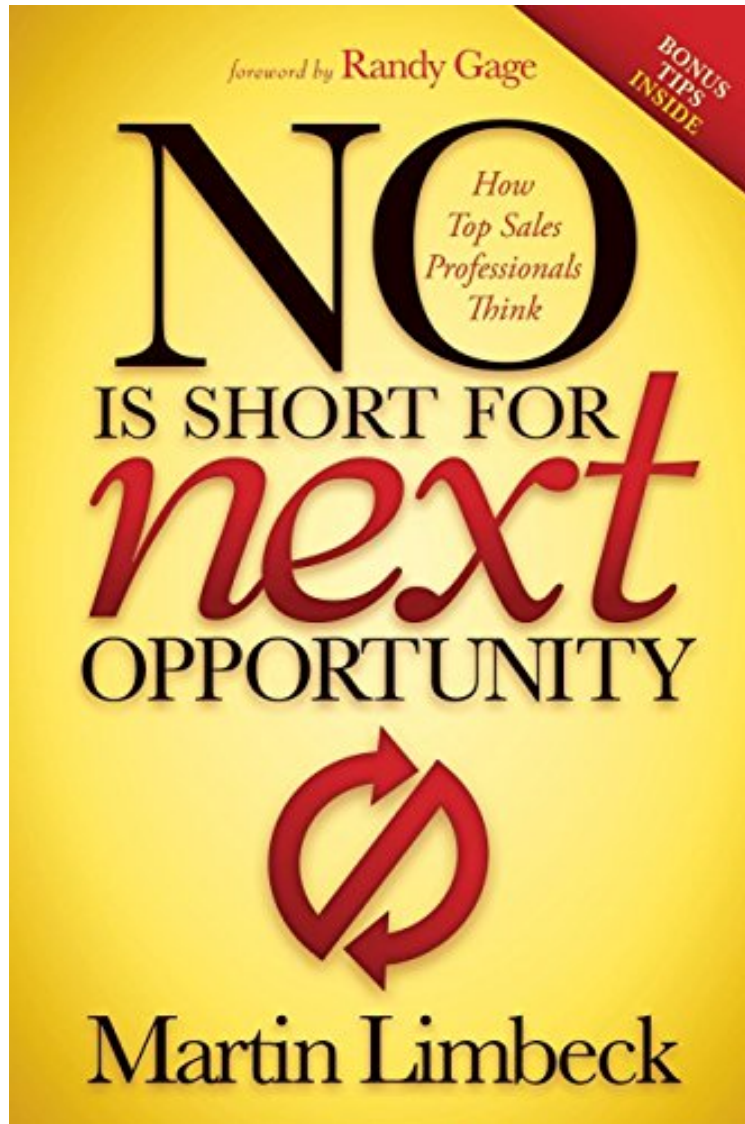


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NO is Short for Next Opportunity: How Top Sales Professionals Think

Martin Limbeck

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Martin Limbeck : NO is Short for Next Opportunity: How Top Sales Professionals Think before purchasing it in order to gage whether or not it would be worth my time, and all praised NO is Short for Next Opportunity: How Top Sales Professionals Think:

0 of 0 people found the following review helpful. Five StarsBy CustomerThe diligence and commitment martin has shown throughout his career redefines the sales professional of today.0 of 0 people found the following review helpful. you must want the client to enjoy doing business with you * Selling where there is ...By K. TrosineIt's always

refreshing to read a book on success that focuses outward on the customer. In my view, that's where "No is short for next opportunity" excels. I found several inspiring phrases sprinkled throughout this book that really bring this message to life. * It's not only the sale, you must want the client to enjoy doing business with you * Selling where there is no relationship does NOT work * Sell what you feel you can stand behind Each of these statements helps us create and build on the relationship roadmap, in collaboration, with the customer. Customers are focused on outcomes thus by demonstrating how our solution helps them move toward that outcome helps us expand our relationship as a partner. The author repeatedly emphasizes the importance of relating to the customers "true needs". We must work to uncover what they actually want and, by the way, it's not always what they are asking for. Martin's message resonated with me on many levels. The primary takeaway, from my perspective; It's our ability to deliver on our offering while ensuring it aligns with the customer's vision that will determine success. Success is heavily dependent on clearly seeing the victory your customer will attain as a result of your partnership. 1 of 1 people found the following review helpful. A new take on adversity By Dionisio I was drawn by the title of this book because I was getting a little too many sales rejections for my liking in recent years. The author definitely doesn't beat around the bush but goes directly to the heart of the problem, which is how I can and should deal with rejection. This is where his approach differs from others and where I find the book most liberating. Rejection, in his view, is not only part of your job as a salesperson, but an integral part of success in the business world. This little shift in perspective is exactly what I needed and I found myself going to work with my mind free and uncluttered by my usual fears. This book is not a dry how-to manual, it is more the recounting of concrete experiences by a businessman who has come up with some very specific ways to use rejection to your advantage. He has obviously learned the hard way, and doesn't sugar-coat anything. What he does is give you very effective tools for making the hard way a lot easier. Recommended.

"A no does not mean that you should give up; on the contrary, a no means you should keep at it." -Martin Limbeck
Selling is easy if you can offer the lowest price or a top brand that everyone wants. But what if you don't? What if the client says no? In sales, rejection comes with the territory. You will hear no, and you will hear it frequently. It's normal. What's important is what you do with that no . . . The right attitude toward selling is your key to success. Passion, pride, and perseverance are your most important assets. NO Is Short for Next Opportunity will inspire you to develop the proper mindset for selling and to seal more deals. "This book is not an option for anyone who has ever heard the word 'no'-buy it and read it today and start getting 'yes' tomorrow." -Jeffrey Gitomer, author of The Little Red Book of Selling "This book will keep you going and growing throughout your career. I recommend it." -Mark Sanborn, author of The Fred Factor and You Don't Need a Title to Be a Leader "This book is bigger than sales. It's a book about lifelong success. Your success." -Randy Gage, author of the New York Times bestseller Risky Is the New Safe "Read Martin Limbeck's book and you will learn how to get past the no and realize your true potential." -Ron Karr, author of Lead, Sell or Get Out of the Way "Compelling, complete, and courageous, this book will show you how to sell successfully to others and how to overcome the objections of even your most important client-you. I got new ideas and a new sense of hope from the very first page!" -Monica Wofford, CSP, CEO, Contagious Companies Inc. and author of Make Difficult People Disappear