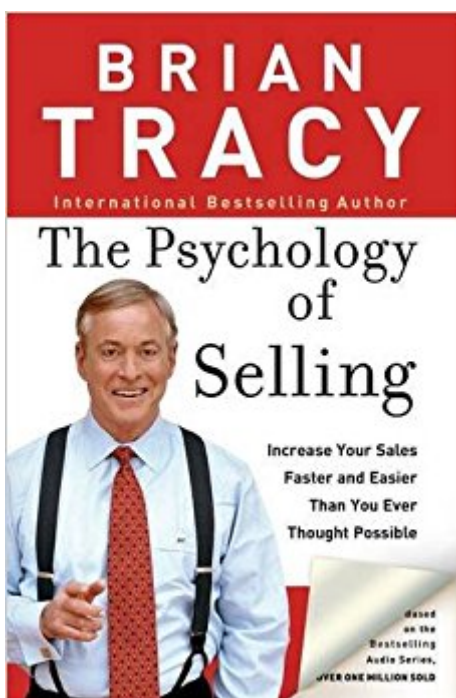


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# The Psychology Of Selling: Increase Your Sales Faster And Easier Than You Ever Thought Possible



## Synopsis

Double and triple your sales in any market. The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

## Book Information

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## Customer Reviews

With his 300-odd video and audio courses (sales at one mil.), and 30 books, Tracy has built a strong motivational sales and marketing brand. This latest installment shapes pop psychological constructs to fit Tracy's existing paradigms: "Your subconscious does not think or decide. It merely obeys your mental commands." Tell that to Dr. Freud, one might retort, but the point here is not fidelity to psychology theory, but efficacy in getting readers to change the way they bring themselves to a sale. Visualization techniques, concrete sales advice and motivational pep talks make up chapters like "The Inner Game of Selling" and "The Power of Suggestion." The "Getting More Appointments" chapter recapitulates sound but Willy Lohman-esque advice like "Sidestep the Excuse" or "Don't Be Put Off

Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. He has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the

US, Canada and 55 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year. He has written and produced more than 300 audio and video learning programs, including the worldwide, best-selling *Psychology of Achievement*, which has been translated into more than 20 languages. ã ã ã ã

Years ago, I listened to this classic from master salesman, Brian Tracy, on both cassette and CD. (Yikes!) But what I learned about the game of in-person selling changed my sales career in many ways. For example, after I read the book, I realized how I was spending too much windshield time in the car, bouncing from call to call. Once I started clustering my calls, I gained back days of my time. A must-read for anyone starting, or wanting to do better, in person-to-person selling. Heidi Thorne, author of ã ã *Business Competitive Advantage: A Handbook for Small Business Owners, Entrepreneurs and Consultants*

The *Psychology of Selling* is a superb, practical, easy-to-read return to the fundamentals of professional salesmanship for novices, journeymen and seasoned, top-performing sales people. More than common sense placed into form, it serves as an instructional blueprint -- or as a road map -- to establish, build, grow and maintain a successful sales career. Chapter-by-chapter, Brian Tracy leads the reader through a step-by-step process to grow from "good" to "great" in the highly competitive business of sales. I would recommend this excellent read to anyone and everyone who is engaged in what I consider to be a very high calling -- professional sales. It is an instructional, motivating, encouraging, challenging and memorable treatment of "Best Practices" for those who aspire to "greatness" among the ranks of the very best, most proficient sales leaders in business.

I love this book! It's succinct. It clearly explains exactly what to do without getting sidetracked on tons of examples. The advice I have found in this book has changed my life. It is rare that I find a book that I want to continue to take notes on every single day. I also like that the audio book has great sound quality and doesn't sound monotone or boring. It's quite enjoyable to listen to.

One of the best I've read. Absolutely critical that we pay attention to self esteem first otherwise we run the risk of running into the dreaded fear of failure and fear of rejection.

Two years ago I was approached by a Mary Kay Cosmetics Independent Sales Director to start my own Mary Kay business. Ever since that time I have been working my business. I realized in order

for me to be profitable I had to learn the process of selling. I have to admit it hasn't been easy. And many times I let my own insecurities get in the way. The great thing about Mary Kay is it is set up where we have weekly training. My area meets 3 days a week. What prompted me to buy this book was reading an interview by Objectivist Don Watkins. Mr. Tracy's story was enough for me to purchase his book. There is definitely a psychological component to being a successful salesman. Two items Mr. Tracy aptly demonstrates that I believe are important are: 1) goal setting in your businesses is crucial to success. And 2) don't try to focus on getting the sale. Cultivating the relationship is extremely important. Whether you sell Mary Kay, Avon, Amway or doggie legwarmers, this book is a definite must have.

I am a technical guy - an engineer transitioning into sales type work. I purchase these books with lots of hesitation, as I like content and not motivational fluff. That said, this book is great. Brian Tracy offers hands-on tools to help you act according to self-image and goals. Yes, lots of this information has been heard before (i.e. increase your self image, focus on goals...etc) and many of the examples are very anecdotal ("this one guy did x and became y"). But that doesn't discount the authentic value and simplistic presentation of the approach.

A must read for anyone in sales or interested in sales.

Wonderful transaction and great product.

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