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Book Summary | Antti Laitinen *The Sales Bible By Jeffrey*

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and Cintas. He writes the syndicated column, "Sales Moves," which appears in business journals in the U.S. and Europe.

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Jeffrey Gitomer is the author of The New York Times best sellers The Sales Bible, The Little Red Book of Selling, The Little Black Book of Connections, and The Little Gold Book of YES! Attitude. All of his books have been number one best sellers on Amazon.com, including Customer Satisfaction is Worthless, Customer Loyalty is Priceless, The Patterson Principles of Selling, The Little Red Bo
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The Sales Bible is a very comprehensive book that covers all aspects of the sales cycle. Whether you work in a large company with a rigid sales process or a small company selling new products this book will help. I haven't read any of Gitomer's other books and found this one to be the latest; hence why I bought it.

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My Notes on "The Sales Bible - The Ultimate Sales Resource" by Jeffrey Gitomer: The new rules of selling. Say it (sell it) in terms of what the customers wants, needs, and understands (not in terms of what you've got to offer) Gather personal information (and learn how to use it) Built friendships (people want to buy from friends, not salesmen)

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results faster. Here's a sampling of Jeffrey's 21.5 Laws of Selling: • Deliver Value First • Ask Before Telling • Communicate in Terms of Them • Become Your Own Brand • Earn Referrals and Testimonials without Asking • Create Loyal Customers These 21.5 Laws are the rock foundation of selling. They may be invisible but they are undeniable – and unbreakable. If you're just getting started in selling, you will find the Laws invaluable. Whether or not you learn them and follow them will make or break your career. If you've been in sales for a while, you will find yourself saying, "I haven't been doing

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to succeed now, and for the next decade. The book, and it's resource links, will take you, the reader to explanations that will disrupt old world sales tactics that no longer resonate with buyers, and sets easy to understand and implement elements of what it will take to win more profitable sales.

Here's a brief explanation of what's in store as you read, watch, learn, and implement: The MANIFESTO identifies in simple language the 5.5 parts of the new sale, and builds easy-to-learn and easy-to-implement models for each component: 1. Value Attraction (creating social messages that make the reader want

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more) 2. THEM Preparation (planning strategy, getting ready, and executing) 3. Value Engagement (attraction PLUS value) 4. Connection and Completion (perceived value beyond price in both "how to connect" and "connect to make a sale") 5. Building profitable long-term relationships (loyal, value driven customers) 5.5 Building a permanent referable first-class reputation (both online and community based) This book is not just the answer - it's a no bullshit book of ANSWERS and ACTIONS that will put you on top of your sales world and keep you there. MANIFESTO is not just MORE. MANIFESTO

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