



Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management)

Mike Kaplan

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If you want to know, step by step, how to sell and quickly, easily, and smoothly walk anyone from being a skeptical prospect to a happy customer that refers you friends, family, and colleagues...then you want to read this sales book.

Here's the deal:

At its core, selling isn't a patchwork of cheesy closing techniques, annoying high-pressure tactics, or gimmicky rebuttals.

True salesmanship follows very specific laws, has very specific steps and stages, and leaves a customer feeling happy and helped. It's honest, respectful, enlightening, friendly, and done with real care. It's the type of selling that wins you not only customers, but fans.

Not coincidentally, this is the type of selling that truly great salespeople have mastered. This is the type of selling that keeps pipelines full and moving, and that builds a strong, loyal customer base that continues to give back to you in the form of customer loyalty, reorders, and referrals.

Well, that's what this book is all about. It will give you a crystal-clear picture of the exact steps that every sale must move through and why, and how to methodically take any prospect through each, and eventually to the close. And how to do it with integrity and pride.

In this book, you'll learn things like...

* The eight precise steps of every sale. Leave any out, and you will struggle. Use them all correctly, and you will be able to close unlimited sales.

* The true purpose of the presentation and the crucial, often-missing steps that need to be taken first. If you're making the same presentation mistakes as most other salespeople, this chapter alone could double your sales.

* How to easily discover which prospects can use and pay for your product/service, and which can't. Time is your most valuable commodity as a salesperson, and if wasted, it costs you money.

* Learn how to smoothly create an abundance of closing opportunities, and know when to act on them and close. This is the hallmark of every master closer. Learn it, use it, and profit.

* Why it's a myth that you need to know multiple ways to close deals. Learn this one, simple method, and

you'll be able to use it to close all of your sales.

* Simple formulas to turn any objection into a closing opportunity. Use them and never fear hearing a prospect's objection ever again.

* And a whole lot more!

This is more than a just a book, really. It's a step-by-step sales training course. Each chapter ends with precise exercises that will help you master each technique taught and each step of the sales process.

If you are new to sales, make this book the first one you read, and you will greatly increase your chances for quick success.

If you are a seasoned veteran and are looking for ways to improve your numbers, this book will help you make your sales goals a reality.

SPECIAL BONUS FOR READERS!

With this book you'll also get a free "Road Map" from the author that lays out, in a PDF chart, every step and key principles taught in the book.

Print it out and keep it handy because it makes for a great "cheat sheet" to use while selling, or just to refresh on what you've learned.

Scroll up, click the "Buy" button now, learn the secrets of master closers, and use them to sell more, sell easier, and sell faster!

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Date : Published June 9th 2012 by Master Closers, Inc.

ISBN :

Author : Mike Kaplan

Format : Kindle Edition 198 pages

Genre : Business, Nonfiction



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From Reader Review Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) for online ebook

Brandon Bellinghausen says

Horribly written and forgettable.

Still some good information contained within its pages though IF YOU CAN MAKE IT THROUGH ALL THE CAPITALS.

Steven Drake says

Really good book to teach you how to sell.

Top notch writing and examples of numerous objections and how to overcome and make the sale. I hop to be unstoppable in my endeavour to become a lead car salesman.

7SAMSUNG says

Well, it was ok! Especially after reading Ziglar's book (Secrets of Closing The Sale) which it looks like that the author did summraise what was there as a "PRESENTATION" while it was more fun and enjoyable there..

However, this could be used as notebook to go through quickly once in a while..

Jake says

Good book with fundamental sales techniques

This is a good book for any sales professional to read to just revisit and brush up on fundamental sales techniques.

Jeff Dawson says

Like most self-help book, one can always glean information from the text. The 8 step program illustrated is an interesting look at the science of selling. Kaplan goes over concepts many of us have heard when we get that sales call we've been dreading.

As a consumer who has had many of the techniques used against him at one time or the other, I'd like to add, when it comes to a call back, when the customer says two months, it means two months, not two days or two weeks, two months. Many salesman/woman have lost sales with me because they can't read a calendar. Other than that, it's a decent read.

Ariel Paiement says

This had wonderful advice along with a good, sturdy plan for being the best in the business world at closing deals. It was clear and easy to understand, had multiple examples from the author's own experience to illustrate points, and generally illuminated concepts that I didn't know or didn't understand previously. I highly recommend this to anyone interested in business and more specifically in sales. It's an excellent book to have in your collection.

Santiago Valdez says

Mike Kaplan provides an easy to follow guide into the world of sales. Its a good book on the basics and some of the frame of mind that will be necessary to make it to the finish line. It is aimed to satisfy all levels so the entry level gets the larger share of the pie here. A lot of the sales techniques discussed in the book are not for selling to the most sophisticated of people but then again it is an entry level guide and provides the gross path rather than the refined road.

Andres M Gerardo says

Good read, a little dated but concepts apply

Very quick read, has outline at end of book. Also has questions to review at the end of each chapter. Worth reading once all the way through then a second time to apply to your industry

James Hahn says

Terrible Formating

I wanted to read this book because of the reviews but became so distracted by the formatting, capitalization, and punctuation that I had to stop.

James Lott says

Great book!

Any person in sales should read this. Great content and not too long. Reading it again! Very fundamental and practical

Melissa says

It makes some good points but not enough details.

Tr?n ??c says

Very good for people who have not any knowleged about selling.

Robinson says

Very through and manageable if you truly want to be a MASTER CLOSER

Great read. Looked forward to reading more every time I picked it up where I left off. DO THE EXERCISES. Literally brands the process and gives you better understanding of each step. Looking forward to utilizing this book for my endeavors. Thanks Mike!

Scott & Heather Clendaniel says

Too sales-y

For me it was a typical sales book with typical sales techniques that don't work and are the reason people hate salespeople.

Here's a couple examples: 1. Script for getting past the gatekeeper: "I have a note on my desk to call Mr. Jones. Can you connect me?". Its a lie and you don't need to lie to be succesful in sales.

Script for Vm: "I'm calling about your insurance premium. Please return my call as soon as possible". If I returned a call like this and it was a sales call I would flip out.

These are typical old school techniques that give the rest of us a bad name. So, I'm not of fan of the book.

Daniel Judge says

This is the first sales book I've ever read and it helped show the process of going from a lead to closing the sale. Although I'm not a 'salesman' it will definitely help when attending trade shows and other sales-like opportunities.

Favorite quotes:

1. "Before a closer will sell prospects [their] solution, she has to first find their problems."
2. "Always give the benefits when mentioning features. Features should never be presented alone."
