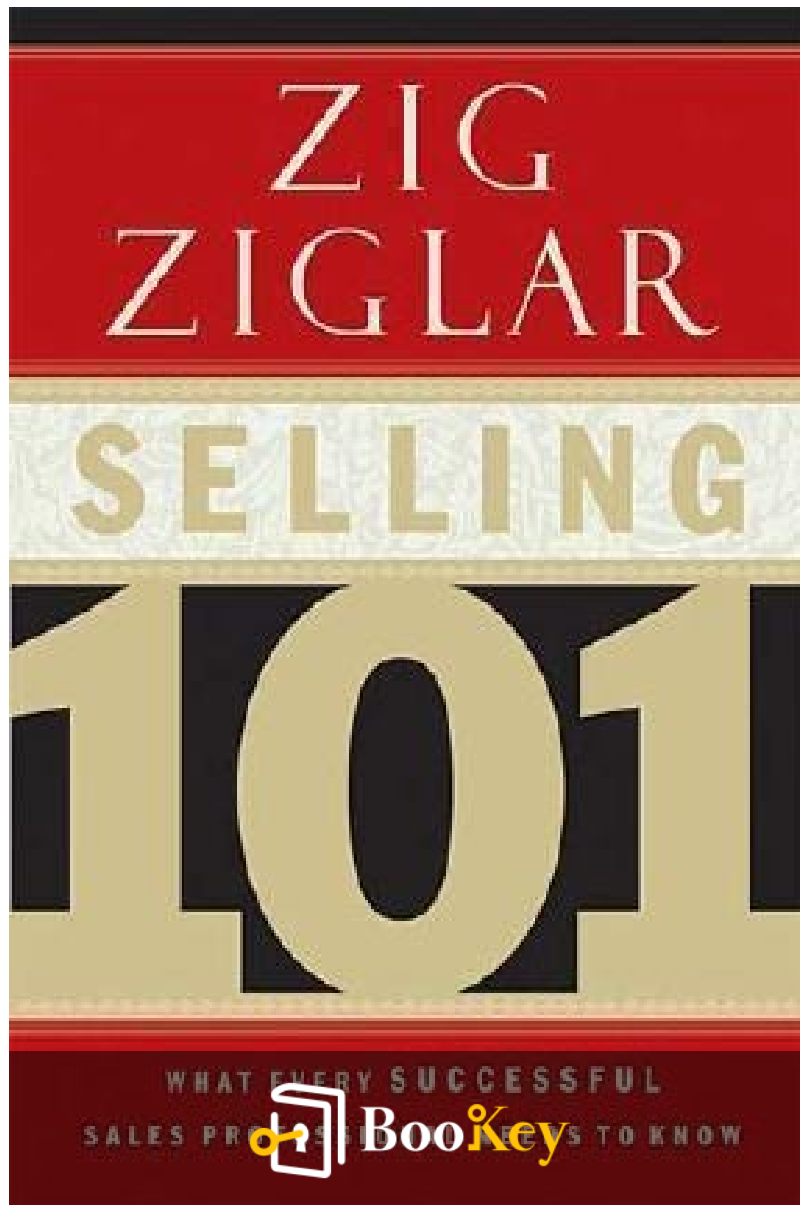


Selling 101 PDF

Zig Ziglar



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Master the Fundamentals of Ethical Persuasion for
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About the book

In "Selling 101," Zig Ziglar distills the essential principles of effective and ethical persuasion into a concise guide. Drawing on his extensive experience in sales, Ziglar emphasizes the importance of continual learning and personal growth. He advocates for an approach that balances reflection on past lessons with a focus on present opportunities and a hopeful outlook toward the future. With practical tips aimed at boosting client satisfaction and enhancing your income, this book offers invaluable insights that will enrich both your professional and personal life.

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About the author

Zig Ziglar was a renowned motivational speaker and trainer whose engaging messages of humor, hope, and encouragement resonated globally. Esteemed as a master of motivation, Ziglar's unique delivery and impactful insights have made him a significant figure in personal development, earning him numerous accolades throughout his esteemed career. An accomplished author, he wrote twenty-eight books, ten of which became bestsellers, and his works have been translated into over thirty-eight languages. A devoted family man, patriot, and active church member, Ziglar lived in Plano, Texas, with his wife, Jean, leaving behind a lasting legacy as a versatile authority on human potential.

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Chapter 1 Summary : YOU MADE THE RIGHT CHOICE



Section	Key Points
Introduction to Selling	Attitude is crucial; commitment to sales is necessary.
Are You In?	Success relies on true dedication; quitting without engagement is highlighted.
My Journey to Sales Success	Zig Ziglar shares his sales background and lifelong commitment to the profession.
The Benefits of Being a Sales Professional	<p>Independence: Empowerment and self-advancement.</p> <p>Opportunities: Responsibility leads to numerous opportunities.</p> <p>Problem Solving: Ability to help others leads to satisfaction.</p> <p>Security: Control over one's future enhances job security.</p> <p>Family Involvement: Strengthens relationships through shared experiences.</p> <p>Moving Up: Sales skills aid in upward mobility and leadership development.</p>
Conclusion: Are You With Me?	A passion for sales creates personal and societal impact, indicating a true calling.

Summary of Chapter 1: Selling 101



Introduction to Selling

- Attitude plays a crucial role in sales.
- Zig Ziglar encourages potential salespeople to only enter the field if they are truly committed; otherwise, consider leaving.

Are You In?

- Commitment is essential for success in sales.
- Walter Hailey's experience emphasizes that one cannot quit a profession they have not fully engaged in, highlighting the importance of true dedication.

My Journey to Sales Success

- Zig Ziglar shares his extensive background in sales, starting from childhood and progressing through various sales roles.
- His lifelong passion for sales and personal development reflects a commitment to the profession.

The Benefits of Being a Sales Professional



-

Independence:

Sales professionals are their own bosses, providing a sense of empowerment and potential for self-advancement.

-

Opportunities:

Independence brings responsibility and numerous opportunities for those who manage it well.

-

Problem Solving:

Salespersons are in a unique position to solve others' problems, leading to personal satisfaction.

-

Security:

Sales professionals can create their own opportunities and control their futures, leading to greater job security.

-

Family Involvement:

Family involvement can strengthen relationships, fostering a supportive environment through successes and challenges.

-

Moving Up:

Sales skills facilitate upward mobility within organizations, as they develop critical people skills necessary for leadership



roles.

Conclusion: Are You With Me?

- A true passion for the sales profession can lead to personal and societal impact. If someone cannot imagine living without the benefits of being in sales, they have found their calling.

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Critical Thinking

Key Point: Commitment is key to success in the sales profession, yet this perspective warrants scrutiny.

Critical Interpretation: Zig Ziglar's assertion that commitment is essential for success in sales raises important considerations about personal motivation and job suitability. While a strong commitment may lead to a more robust performance in sales, it is essential to acknowledge that not everyone may thrive under such pressure. Critics may argue that sales success can also stem from diverse factors such as market conditions, product offerings, and personal fit for the role, rather than solely from commitment. For instance, research published in the 'Journal of Personal Selling & Sales Management' reveals that sales performance can significantly correlate with emotional intelligence and adaptability, suggesting that a rigid commitment may not be the singular path to success. Thus, while dedication is important, it should be balanced with an understanding of each individual's unique strengths, skillsets, and market dynamics.



Chapter 2 Summary : IMPORTANT SKILLS FOR TODAY'S SALES PROFESSIONAL



Section	Summary
IMPORTANT SKILLS FOR TODAY'S SALES PROFESSIONAL	A successful sales career is built on honesty, character, integrity, faith, love, and loyalty. Key skills include learning, listening, communicating, and establishing dependability and credibility.
HONESTY AND INTEGRITY IN SELLING	Honesty and integrity are essential for making a positive impact. Ethical behavior should be enacted, not just discussed.
INTEGRITY, HONESTY, AND ETHICS PAY OFF	The story of Robert Davis shows that ethical behavior can lead to greater sales and loyalty, emphasizing the long-term benefits of living ethically.
TRUST	Trust is critical for customer relationships. Promises made by salespeople must be kept, as failures can deter potential buyers.
LISTENING	Effective listening helps sales professionals understand client needs, fosters trust, and makes clients more open to sales pitches.
RECIPROCITY	Genuine listening creates a sense of indebtedness in clients, encouraging them to engage with the salesperson's pitch.
COMMUNICATION SPECIFICS	Salespeople should adapt their speech patterns to match prospects while maintaining professionalism and appropriate volume.
DEPENDABILITY AND CREDIBILITY	Dependability enhances credibility, which is important for success in sales, particularly for women.
TODAY'S SALES PROFESSIONAL	True happiness in sales comes from helping others achieve their goals, embodying the principle that success follows serving others.



2 IMPORTANT SKILLS FOR TODAY'S SALES PROFESSIONAL

The essence of a successful sales career hinges on the foundational principles of honesty, character, integrity, faith, love, and loyalty. It is crucial for sales professionals to cultivate skills such as learning, listening, communicating, and establishing dependability and credibility to build meaningful relationships and attain professional success.

HONESTY AND INTEGRITY IN SELLING

Honesty and integrity are pivotal in making a positive impact in the world. Ethical behavior is both a moral obligation and a practical necessity. True sales professionals embody ethics in their actions rather than merely discussing them.

INTEGRITY, HONESTY, AND ETHICS PAY OFF

An illustrative story involves Robert Davis, a salesman from Terminix, who demonstrated integrity by refunding an overcharged client, which ultimately led to a larger sale and long-term loyalty. This emphasizes that living ethically



garners benefits, though rewards may not be immediate.

TRUST

Trust is the cornerstone of customer relationships. A lack of trust is often the primary reason customers choose not to buy. Making promises—whether serious or casual—will be taken seriously by prospects, and any failure to follow through can have significant repercussions.

LISTENING

Effective sales professionals excel in listening, which allows them to understand prospects' needs deeply. Listening fosters trust, making clients more receptive to the salesperson's offerings. The principle "Talking is sharing, but listening is caring" encapsulates the importance of this skill.

RECIPROCITY

By genuinely listening to prospects, salespeople create a sense of indebtedness, making clients more inclined to reciprocate by considering the sales pitch.



COMMUNICATION SPECIFICS

To enhance communication, sales professionals should adopt speech patterns that match those of their prospects but remain cautious in specific scenarios, such as maintaining professionalism and adjusting volume as needed.

DEPENDABILITY AND CREDIBILITY

Credibility in sales, particularly for women, often hinges on dependability. Dependable individuals earn credibility, which in turn fosters confidence and paves the way to success in sales.

TODAY'S SALES PROFESSIONAL

Successful sales professionals recognize that true happiness is derived from achieving victories rather than mere pleasures. This entails a commitment to helping others achieve their desires, encapsulated in the sales credo: you can attain everything you want if you help others get what they want.



Example

Key Point: The significance of integrity and ethics in sales.

Example: Imagine you're a sales professional explaining a product to a potential client. As you present the benefits, you emphasize not just the features but also your commitment to integrity. Instead of glossing over minor flaws, you transparently address them, illustrating how you prioritize the client's needs over your immediate sales goals. This honesty leads your prospect to trust you, making them more likely to engage with your offerings. By proving that you can be relied upon, you nurture a strong relationship, ultimately resulting in them choosing to purchase from you—and also recommending you to their network, demonstrating that ethical selling creates long-lasting, beneficial connections.



Critical Thinking

Key Point: The importance of honesty and integrity in sales is paramount.

Critical Interpretation: Zig Ziglar emphasizes that honesty and integrity are not just ethical imperatives, but pragmatic components that can drive sales success. While this viewpoint aligns with many ethical business practices, it is essential to critically assess whether such values genuinely lead to better sales outcomes in all contexts. Critics may argue that in some competitive environments, aggressive sales tactics that compromise honesty can yield immediate financial results. The theory of 'ethical fading' documented by Ann Tenbrunsel and David M. Messick (2004) suggests that in high-pressure sales environments, individuals might lose sight of ethical considerations entirely. This raises questions about the universality of Ziglar's claim that integrity invariably leads to long-term benefits. Therefore, while Ziglar's principles are commendable, it is vital for readers to remain open to diverse perspectives on ethics in sales.



Chapter 3 Summary : FINDING SOMEONE WILLING TO BUY

Section	Summary
Importance of Prospecting	Prospecting is essential for sales success; without prospects, sales cannot occur. Gaining multiple prospects is preferable to losing one sale.
Understanding Prospects vs. Suspects	A prospect has the authority and capacity to buy, while a suspect is just a potential buyer without a strong chance of purchasing.
When to Prospect	Prospecting should be a continual effort, flexible and opportunistic. Salespeople should always engage in prospecting.
How to Prospect Effectively	Building genuine relationships and showing sincere interest in others helps in creating effective prospecting opportunities.
Targeting Your Network	Salespeople should not shy away from selling to friends and family, as they can be valuable advocates for good products.
Steps for Asking for Referrals	<p>Ask clients if they know anyone in need of your services.</p> <p>Encourage introductions.</p> <p>Focus on one prospect at a time.</p> <p>Provide memory jogs for potential referrals.</p> <p>Prioritize which referrals to contact first.</p>
Where to Find Prospects	New salespeople should observe and utilize resources like customer files and community events to identify prospects.
Networking with Related Industries	Alliances with related businesses can generate shared prospects and opportunities.
Timeliness in Following Up	Contacting prospects promptly after identification is crucial for maintaining enthusiasm and effectiveness.
Conclusion	With the knowledge of prospecting, the next step is to act on it by making sales calls, which will be discussed in the following chapter.

3 FINDING SOMEONE WILLING TO BUY



Importance of Prospecting

Prospecting is deemed the most crucial element of sales success. Without a prospect, there can be no sale. While losing a sale means losing a prospect, replacing them with multiple prospects is a win.

Understanding Prospects vs. Suspects

A prospect is someone with the authority and capacity to purchase. In contrast, a suspect is merely a potential prospect without a solid chance of buying. Time is spent with suspects but invested in prospects.

When to Prospect

Prospecting is a continuous process that doesn't adhere to a

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Chapter 4 Summary : DEALING EFFECTIVELY WITH CALL RELUCTANCE

DEALING EFFECTIVELY WITH CALL RELUCTANCE

Introduction to Call Reluctance

Many salespeople experience anxiety related to making sales calls, but this feeling can be harnessed to improve performance. Recognizing that anxiety can enhance focus and capability is crucial for overcoming call reluctance.

Understanding Call Reluctance

Statistics suggest that 84% of salespeople feel some degree of call reluctance, often expressed as procrastination and the creation of nonessential tasks. This reluctance is closely tied to self-image; building confidence and seeing oneself as an expert are essential.



Building Confidence

Replaying successful experiences can boost confidence. Recognizing that even successful prospects make mistakes helps reduce intimidation and fosters a more balanced view during sales interactions.

The Proper Focus

The most successful sales professionals prioritize the prospect's needs over monetary gain during sales calls. By focusing on the prospect's interests, salespeople can alleviate anxiety related to the sale.

Telephone Terror

Competence with the telephone is vital. By setting clear objectives for each call, a salesperson can reduce fear. Calling decision-makers early in the morning can often lead to better engagement, as they are typically more receptive and energetic.

Dressing for Success Over the Phone



Being physically prepared, even when working remotely, can enhance mental sharpness and positively impact the sales call. Positive self-talk and visualization can also improve outcomes.

Successful Calls Require Planning and Preparation

Preparation is critical for success. Having a clear plan and consistently preparing increases confidence and enhances sales potential. Regular motivational input can improve overall sales performance and emotional well-being.

The Key to Overcoming Call Reluctance

Establishing a disciplined schedule is crucial. Making a regular appointment with oneself to reach out to prospects can combat call reluctance. Action, rather than logic alone, is essential in overcoming emotional barriers to sales success. Consistency in this practice leads to significant improvements in results.



Critical Thinking

Key Point: The significance of emotional intelligence in sales calls

Critical Interpretation: While Zig Ziglar emphasizes the importance of overcoming call reluctance through mental preparation and disciplined practices, it is important to scrutinize the limitations of his perspective. Emotional intelligence, which defines the ability to understand and manage one's emotions and those of others, presents a critical viewpoint against Ziglar's assertion. The suggestion that anxiety can simply be converted into a performance-enhancing tool may overlook the broader psychological factors influencing a salesperson's effectiveness. Research suggests that excessive anxiety can lead to worse performance (Eysenck et al., 2007), indicating that the relationship between anxiety and performance is not always beneficial. Rather than relying solely on mental preparation, a comprehensive approach that includes understanding the emotional dynamics at play may provide a more balanced path to overcoming call reluctance.



Chapter 5 Summary : SELL BY DESIGN, NOT BY CHANCE

5 SELL BY DESIGN, NOT BY CHANCE

Today's sales environment requires a strategic approach rather than a haphazard, chance-based method. A successful sales strategy must adapt to a market that is increasingly knowledgeable about products and services.

THE FOUR-STEP FORMULA

The Ziglar Training System outlines a four-step formula essential for effective selling: Need Analysis, Need Awareness, Need Solution, and Need Satisfaction. Engaging in each step is vital for successful sales.

STEP ONE: NEED ANALYSIS

Sales begin with understanding the customer's true needs through Need Analysis. This involves identifying and articulating both wants and needs, which can be closely



intertwined. A skilled salesperson probes to uncover these needs, recognizing that people buy based on their desires, not just necessities.

STEP TWO: NEED AWARENESS

Need Awareness has two essential components: identifying specific needs and ensuring the prospect comprehends these needs clearly. It involves asking insightful questions and allowing time for reflection on the customer's part. Recognizing that customers may change their minds emphasizes the importance of clarity in this stage.

STEP THREE: NEED SOLUTION

During Need Solution, the salesperson presents solutions that align with the identified needs. The focus should not be on the product itself, but rather on the benefits or outcomes it provides. Effective selling means leading with the customer's needs, not the product features.

STEP FOUR: NEED SATISFACTION

Need Satisfaction is critical in concluding the sales process.



Here, the salesperson must confidently ask for the order, fostering an environment where the customer feels supported and understood. Mastery of this step can significantly enhance sales success, as covered in follow-up materials. By adhering to this structured approach, sales professionals can differentiate themselves and cultivate strong, lasting client relationships based on understanding and trust.

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Chapter 6 Summary : QUESTIONS ARE THE ANSWER— NEED ANALYSIS

6 QUESTIONS ARE THE ANSWER—NEED ANALYSIS

Introduction to Questions in Sales

Beginning a sales presentation with questions is crucial. It gathers important information and builds trust, making clients feel valued rather than manipulated.

Motivation vs. Manipulation

Sales professionals should differentiate between motivating clients and manipulating them. Motivation encourages ethical and genuine engagement, while manipulation leads to forced compliance and can damage trust.

Thinking vs. Feeling Questions



Utilizing both emotional and logical questions is essential. Emotional questions prompt immediate action, while logical questions support justifying the decision later, ensuring the prospect feels comfortable with their choice.

Combining Emotion and Logic

A structured approach using three questions can blend emotional appeal with logical reasoning:

1. Can you see where our product would save you money?
2. Are you interested in saving money?
3. When do you think is the best time to start saving?

This method addresses fears and encourages prompt action.

The Proper Questioning Process

Effective questioning involves three types:

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Chapter 7 Summary : CONDUCTING THE COMFORTABLE INTERVIEW

7 CONDUCTING THE COMFORTABLE INTERVIEW

Overview of "Innerview" Concept

Jim Cathcart introduces the idea of conducting an "innerview" instead of a traditional interview, offering a more engaging and comfortable method for gathering information during the Need Analysis segment of the sales process.

THE P.O.G.O. FORMULA

Successful sales professionals often find it challenging to ask questions. The P.O.G.O. formula provides a structured approach to conducting a comfortable interview with the prospect.



Person

- Focus on the individual by expressing genuine interest and sharing some personal information (25% personal, 75% prospect).
- Develop people-focused questions using tools like Gerhard Gschwandtner's workbook to better connect with prospects.

Organization

- Transition into discussing the organization, maintaining the same 25/75 conversation rule.
- Provide information about your organization to build confidence without dominating the discussion.

Goals

- Gather detailed information about both personal and professional goals, continuing to probe for true motivations beyond simple monetary responses.
- Use well-crafted questions to uncover real goals, being cautious not to digress into therapy.



Obstacles

- Identify the obstacles that may hinder achieving the discussed goals.
- Establish a rapport by recognizing that everyone faces challenges. Use questions to explore these obstacles to create solution-oriented discussions.

Preparation

- Thorough preparation is essential for success in sales presentations. Understand the importance of allocating time effectively during the P.O.G.O. process.
- If a prospect is impatient or insists on quick answers, adapt by focusing on the most relevant benefits and remaining composed.

Transition to Need Awareness

- After understanding the Person, Organization, Goals, and Obstacles, transition smoothly into the next phase of the sales process: Need Awareness.



Chapter 8 Summary : MAKING THE LIGHTS GO ON— NEED AWARENESS

8 MAKING THE LIGHTS GO ON— NEED AWARENESS

Understanding Client Needs

- Even with initial insights into a client's needs, it's crucial to dig deeper for two main reasons:
 1. Confirming the real need versus a symptom.
 2. Ensuring the prospect recognizes there is a genuine need.

Homeostatic Balance

- Introduced by Bryan Flanagan, homeostasis reflects how organisms maintain balance until disrupted by external forces. Sales involve helping prospects understand their imbalances.



Unbalanced Prospects

- Identify and emphasize existing imbalances without causing undue discomfort. When prospects recognize their imbalance, three outcomes can occur:

1. Sales can be made immediately.
2. Prospects may regain their balance, forgetting the discomfort if no action is taken.
3. Competitors may intervene and secure the sale.

Training for Need Awareness

- To reveal imbalances, effective questioning is essential, backed by comprehensive knowledge in several key areas:

1. Product Knowledge

- Develop enthusiasm through understanding your product's history, manufacturing, and functionality.

2. Industry Knowledge

- Familiarize yourself with industry developments and future trends. Understanding industry dynamics enhances



your sales effectiveness.

3. Pricing Knowledge

- Be equipped to justify your pricing strategy. Knowledge of pricing should lead to demonstrating value rather than competing solely on cost.

4. Application Knowledge

- Understand how to use your product effectively. This application knowledge facilitates selling and promotes favorable word-of-mouth.

5. Competition Knowledge

- Analyze competitors to understand why you win or lose sales. Leverage this knowledge to better meet prospect needs.

Discovering Areas of Imbalance

- With solid knowledge, focus on identifying imbalances while ensuring solutions are available. Your role should be to help clients, not to exacerbate their issues.



Are All the Lights On?

- When both you and the prospect recognize the need and the solution, it's time to proceed to the next phase of the sales process, the Need Solution segment.



Chapter 9 Summary : SELLING TO PEOPLE'S PROBLEMS— NEED SOLUTION

9 SELLING TO PEOPLE'S PROBLEMS— NEED SOLUTION

Introduction to Selling Solutions

J. Kevin Jenkins, a successful salesman from Lafayette, Louisiana, effectively sold water beds by emphasizing health benefits such as enhanced blood flow, muscle relaxation, and stress relief. He backed his claims with scientific evidence and customer testimonials, demonstrating how his product could save prospects time compared to competitors.

Understanding Customer Benefits

It's crucial for salespeople to translate product features into customer benefits, illustrating how potential purchases contribute to a better life. Prospects should visualize



themselves enjoying these benefits, whether it's driving a luxury car or enjoying a peaceful retirement.

Two Essential Questions

To deepen understanding of their sales tactics, salespeople should reflect on two key questions:

1. What do you sell?
2. What do your prospects buy?

Evaluating the alignment between these answers can reveal insights into a salesperson's effectiveness.

The Importance of Features, Functions, and Benefits

Sales professionals must comprehend features, functions, and benefits:

-

Feature:

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Chapter 10 Summary : THE ABC'S OF CLOSING SALES— NEED SATISFACTION

THE ABC'S OF CLOSING SALES—NEED SATISFACTION

Need Satisfaction

The fourth step in successful sales is Need Satisfaction, where salespeople must remember that prospects often want to say yes. After effectively analyzing and addressing a prospect's needs, it's crucial to ask for their order in a pleasant and professional manner. Statistics show that a significant portion of sales interviews end without a direct request for the order.

Persistence and Persuasion

An illustration of closing a sale comes from John Cummings' experience at an automobile dealership. After initial



unsuccessful attempts by both a trainee and a senior manager to close a sale, the trainee used phone persistence to re-engage the prospect. By creatively involving the prospect emotionally and asking for the order again, he successfully closed the sale, demonstrating the power of persistence.

Asking and Receiving

The K.I.S.S. principle, "Keep It Simple Salesman," emphasizes the importance of knowing effective closing techniques and using them strategically. One effective method is the Summary Close, which involves recapping the key points that excited the prospect before asking for the order. This helps to rekindle their interest and can lead to more closed sales.

What If They Say No?

When prospects respond with a “no,” it often indicates they lack sufficient knowledge to make a positive decision. The next chapter will address strategies for overcoming objections and helping prospects gain the necessary understanding to say yes.



Chapter 11 Summary : CLOSING MORE SALES MORE OFTEN

11 CLOSING MORE SALES MORE OFTEN

Understanding "No" Transitions

Prospects typically do not change their mind after saying no. Instead, sales often occur after multiple rejections (up to five in some cases). A "no" means the prospects lack enough information to say "yes." Successful sales professionals recognize that their job is not finished and must provide further information to help prospects make a favorable decision.

Moving From “No” to “Know”

To convert a "no" to a "know," salespeople should ask questions to identify objections and empathize with the prospect's feelings. Often, prospects operate on a feeling



level and may not express their true objections.

Identifying False Objections: Gorilla Dust

Sales professionals recognize false objections as “gorilla dust,” distractions similar to wild gorillas creating a dust storm during a fight. It's essential to test objections to uncover the true reasons behind a prospect's hesitation.

Two Tests for True Objections

1.

The “Suppose” Test

: This involves asking hypothetical questions to identify objections. For example, asking if the prospect would buy if certain conditions were not an issue.

2.

The “Isolate and Validate” Test

: This two-step process confirms whether the identified objection is the true barrier. First, ask if there are any other reasons preventing a sale, then validate that you have addressed the primary concerns.



Approaching Common Objections

Sales professionals should anticipate objections based on their training and experience. Although some objections are standard, having prepared responses can significantly bolster effectiveness.

Handling the "Think It Over" Objection

Responding creatively to the objection of needing time to think, Tim Jones highlights an interesting strategy. He suggests leaving the prospect to discuss while he briefly steps out, promoting a sense of urgency in their decision-making upon return.

The Gunfighter Mentality

Some salespeople can become overly eager to tackle objections, risking the relationship with prospects. The focus should remain on demonstrating the benefits of the product instead of merely overcoming challenges. True closure occurs only when the agreement is finalized and the customer is satisfied with the service.



Chapter 12 Summary : BEYOND CUSTOMER “SERVICE” TO CUSTOMER “SATISFACTION”

12 BEYOND CUSTOMER “SERVICE” TO CUSTOMER “SATISFACTION”

The Conversation on the Train

An older and a younger salesman reflect on their experiences. While the younger salesman feels mistreated, the older salesman emphasizes the importance of maintaining professionalism even in difficult interactions.

Can We “Afford” Unhappy Customers?

Unhappy customers often leave without feedback, damaging a business's reputation. Salespeople must develop skills to handle disgruntled customers effectively to add value to their companies.



Take Control Physically—Of You!

When faced with anger, salespeople should remain calm and listen without interruption. Allowing the customer to vent helps diffuse their anger, making it easier to resolve the situation.

Find a Solution

Respond to the customer in a calm and clear manner after they have vented. Acknowledging their feelings and expressing a desire to help can facilitate a positive outcome.

After the Prospect Cools Down

Once tensions have eased, follow up with customers in an upbeat manner. This can reinforce positive relationships and encourage continued business.

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Chapter 13 Summary : GAINING CONTROL OF YOUR TIME AND YOUR LIFE

GAINING CONTROL OF YOUR TIME AND YOUR LIFE

Discipline is essential for achieving both necessary tasks and personal desires. Sales professionals often spend 80% of their time on non-business-generating activities, with less than two hours dedicated to actual selling. Effective time management can enhance productivity by allowing for critical assignments to be handled during non-selling hours.

RECIPE FOR SALES SUCCESS

High-producing salespeople tend to work harder and smarter, focusing on results from targeted efforts. Small increases in productivity, such as dedicating an additional hour to high-payoff activities each day, can significantly elevate performance. Delegating non-sales tasks allows more time for client engagement, leading to increased sales and better



work-life balance.

SELF-ANALYSIS

Many salespeople struggle with productivity due to outdated habits. Self-analysis is a valuable tool to assess activities and improve efficiency. Keeping a time log for two weeks can uncover patterns and highlights areas needing improvement, leading to more focused efforts during selling time.

THE DISCIPLINARIAN

Accountability through a structured system is key. Successful professionals employ various tools and methods for tracking their objectives and results. Organizations like Ziglar Training Systems offer resources to help salespeople enhance time management and discipline.

SELLING 101—REAL MOTIVATION

The purpose of "Selling 101" is to inspire sales professionals, combining familiar knowledge with new insights to enrich their careers. For further exploration, readers may benefit from Ziglar's other works, which expand upon these topics



extensively.

ABOUT THE AUTHOR

Zig Ziglar is a renowned author and motivational speaker with a focus on personal development and success. He has authored numerous books, offering guidance on various aspects of life, and has received recognition for his contributions to youth and community improvement.

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Best Quotes from Selling 101 by Zig Ziglar with Page Numbers

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Chapter 1 | Quotes From Pages 8-13

1. Those who get into sales because they might make a little more money or might even help other people are 'short-termers.' You need to get into selling because your heart and your head won't allow you to do anything else!
2. You can't get out of something you have never been in.
3. Today I will be a successful sales professional, and I will learn something today that will make me even more professional tomorrow.
4. Opportunity is born of independence handled in a responsible manner, and in the sales profession, your opportunities are unparalleled.
5. In sales you don't have to wait for things to happen; you can make things happen.
6. Be honest with the family. They want to 'feel' and 'be' a

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part of trials and triumphs.

Chapter 2 | Quotes From Pages 14-19

1. Making a difference in the world depends upon honesty and integrity. Being ethical is not only the right way to live; it is also the most practical way to live.
2. When you are honest and ethical and live with integrity, your rewards are guaranteed.
3. The one thing that customers have always rated highest in the sales world is trust, which is a direct reflection on the integrity of the individual.
4. When we are not talking or preparing to talk, we can listen.
5. The successful sales professional knows that happiness is not pleasure, it is victory.
6. You can have everything in life you want if you will just help enough other people get what they want!

Chapter 3 | Quotes From Pages 20-27

1. Prospecting is the most important key to sales success!



2. You 'spend' time with suspects; you 'invest' time with prospects.
3. Always Be Prospecting.
4. If what you are selling is not good enough for your friends and family, then why are you selling it?
5. You should remind friends and family that you're offering your product or service because you sincerely believe their interests are best served by buying.
6. The possibilities are limited only by your imagination—and your powers of observation.





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Chapter 4 | Quotes From Pages 28-35

1. You will not get rid of the butterflies, but you can get them flying in formation.
2. You can have everything in life you want if you will just help enough other people get what they want.
3. Plan to win; you must prepare to win; and then you have every right to expect to win.
4. When I made that adjustment, the sales results were dramatic!
5. Logic will not change an emotion, but action will!

Chapter 5 | Quotes From Pages 36-41

1. You can make an occasional sale with this method, but you can't make a living—and you certainly can't build a career.
2. Your duty (and opportunity) as a sales professional is to get those needs out into the open.
3. People buy what they want when they want it more than they want the money it costs.
4. We don't buy what the product is; we buy what the product



does for us.

5. Always Ask For The Order.

Chapter 6 | Quotes From Pages 42-49

1. Questions allow us to gather important information, which enables us to help our clients, and just as important (maybe more important), when we ask questions in a professional manner we establish the most important aspect of the sales process—trust!
2. The difference lies in the intent of the person. Motivation will cause people to act out of free choice and desire while manipulation often results in forced compliance.
3. Emotion makes the prospects take action now, and logic enables them to justify the purchase later.
4. The purpose of the Open-Door Question is to allow the prospects the freedom to take the answer where they want it to go.
5. Your job is to interview, explore, and uncover customer wants and needs like a caring counselor, not like a



prosecuting attorney.

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Chapter 7 | Quotes From Pages 50-56

- 1.If you will make conducting an “innerview” (with your prospect) your goal, your sales career will be greatly enhanced!
- 2.The true professional, who really cares about prospects and clients, also gathers information for follow-up visits and calls.
- 3.Many will have given their goals very little thought. While this portion of the selling process must not digress into a counseling session, your goal must be for the prospect to 'get real' with you.
- 4.The key doesn't lie in not having problems; the key lies in finding solutions to those problems.
- 5.Preparation is vital to success.

Chapter 8 | Quotes From Pages 57-62

- 1.'Homeostatic balance is helping the prospect understand there is a need (turning on the light for the prospect).'
- 2.'You must discover where an imbalance already exists and



point it out in a convincing manner.'

3.'Never, never, never forget that price involves a great deal more than money!'

4.'If you make a sale that solves a problem (corrects an imbalance) and you are rewarded, don't you and the prospect win?'

5.'The most important thing to remember when showing the imbalance to the prospect is to be sure that you have a solution.'

Chapter 9 | Quotes From Pages 63-66

1.People do not buy products. They buy products of the products—known as benefits.

2.When providing a solution to a prospect's need (solving a problem), you always lead with the need.

3.If you could be shown how you might receive all those benefits, would you care what the product was?

4.You always lead with the need.

5.Those who refuse to take the time to answer these questions and minimize their importance are most often



those who don't have a clue about the answers.

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Chapter 10 | Quotes From Pages 67-70

1. You didn't ask me.
2. They really do want to say yes...ask for the order, my selling friend. Do it pleasantly and professionally, but **ASK!**
3. We must 'ask' to 'have.'
4. Asking for the order five times or more can be extremely difficult...when you persist pleasantly and professionally, you will create a win-win situation.
5. During the selling process, the fire will sometimes die down due to any number of circumstances or distractions. By summarizing what caused the fire to burn brightly, you rekindle the flame at the moment you are asking the prospects to make their investment.
6. When your prospects say no, the reason is most often that they do not 'know' enough to say yes.

Chapter 11 | Quotes From Pages 71-75

1. Your prospects, however, will make a new decision based on new information.



2. When prospects say no, the successful sales professional understands that the 'no' must mean the prospects don't 'know' enough to make the 'yes' decision.
3. For the professional sales representative, one reason is not as good as another, so to discover true objections, you will want to test.
4. Is this the only thing standing between you and ownership of our product, or is there something else?
5. The sale does not end when you have overcome objections and the customer says yes. Actually, the sale is just beginning.

Chapter 12 | Quotes From Pages 76-80

1. Your value to your company comes basically from the skills you develop in dealing with everybody, including those disgruntled customers and prospects, in an effective and professional manner.
2. If you will listen until the anger is released, you will have taken much of the steam out of the person with whom you are dealing.



- 3.If you relax physically, hear the person out, and then respond in a lower voice, articulating each word clearly, you can bring the individual to your level of calmness.
- 4.If you will memorize the following script... I really want to help you. I understand how you feel.
- 5.No one can get ‘under your skin’ and upset you without your permission.
- 6.Look at those disgruntled clients and unhappy prospects as opportunities to grow and become even more successful in your career.





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Chapter 13 | Quotes From Pages 81-86

1. Discipline yourself to do the things you need to do when you need to do them, and the day will come when you will be able to do the things you want to do when you want to do them!
2. Successful sales professionals, with no more time than average performers, will spend twice as many hours in front of prospects than average producers do.
3. The conclusion is clear: The better you utilize your time, the more income you will generate; and the more income you generate, the more free time you will have for your family and for taking those really nice trips.
4. A time log is not a limiting factor but a freeing factor. It will help you target the activities you need to add or delete.
5. The most important thing is not which system you use—the most important thing is that you have a system.
6. If this book was helpful to you, then read Ziglar On Selling for a more in-depth exploration of these ideas and Secrets of Closing the Sale for those one hundred specific closes.





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Chapter 1 | YOU MADE THE RIGHT CHOICE| Q&A

1.Question

Why does Zig Ziglar encourage people to leave the sales profession if they can?

Answer: Zig Ziglar suggests leaving the sales profession if one can because it's essential to enter sales with genuine passion and commitment. Those who only seek temporary financial gain or external validation usually fail, as true success in sales requires an authentic desire and dedication.

2.Question

What does being 'in the business' of selling entail according to Zig Ziglar?

Answer: Being 'in the business' of selling means fully committing to the profession, embracing its challenges and responsibilities, rather than merely going through the motions of making sales without real investment or

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engagement.

3.Question

What was the pivotal moment for Walter Hailey in his sales journey?

Answer:Walter Hailey's pivotal moment came when his manager told him he couldn't quit because he had never truly committed to the business. This realization sparked a transformation in his approach to sales, urging him to take his role seriously.

4.Question

How does Zig Ziglar describe the independence that comes with being a sales professional?

Answer:Ziglar highlights that sales professionals are their own bosses, allowing them to control their success and income. This independence also carries the responsibility of handling opportunities diligently.

5.Question

What are some benefits of a career in sales mentioned by Zig Ziglar?

Answer:The benefits include independence, the ability to



solve problems, high income potential, a sense of security through proactive effort, and the opportunity for personal and family growth.

6.Question

How does Zig Ziglar emphasize the importance of attitude in sales?

Answer:Ziglar underscores that attitude is a crucial player in sales success. A positive mindset can help overcome challenges and foster resilience against rejection and adversity.

7.Question

What role does family play in a sales professional's life according to Zig Ziglar?

Answer:Family plays a supportive role, sharing in both the successes and struggles of a sales career, enhancing personal growth and creating shared experiences that deepen relationships.

8.Question

Why does Zig Ziglar consider sales as a profession capable of empowering society?



Answer: Sales allows individuals to address real needs and solve problems for others, thus having a significant impact on society. Sales professionals influence people's lives positively through their work.

9.Question

What does Zig Ziglar mean by saying security is an 'inside' job?

Answer: Ziglar means that true security comes from within, through proactive efforts in sales to create opportunities and income rather than relying on external economic conditions.

10.Question

What should one remind themselves daily according to Zig Ziglar?

Answer: One should remind themselves, 'Today I will be a successful sales professional, and I will learn something today that will make me even more professional tomorrow,' helping to instill a commitment to continuous improvement.

Chapter 2 | IMPORTANT SKILLS FOR TODAY'S SALES PROFESSIONAL | Q&A

1.Question

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What are the foundation stones necessary for success in sales according to Zig Ziglar?

Answer: The foundation stones are honesty, character, integrity, faith, love, and loyalty.

2.Question

Why is honesty and integrity important in the selling profession?

Answer: Honesty and integrity are crucial because they build trust with customers and ensure ethical behavior, which ultimately leads to long-term success.

3.Question

Can you give an example of how integrity can lead to greater success in sales?

Answer: Yes, Robert Davis from Terminix demonstrated integrity when he refunded a client for an overcharge on a service. This action resulted in the client not only appreciating the honesty but also hiring them for additional services, leading to a larger sale.

4.Question

How does trust impact sales success?



Answer: Trust is the most important factor for customers when deciding to make a purchase. A lack of trust can prevent sales, while a high level of trust can enhance client relationships and encourage repeat business.

5.Question

What role does listening play in successful sales?

Answer: Listening is essential because it helps sales professionals understand the needs and desires of their prospects, thereby increasing the likelihood of meeting those needs effectively.

6.Question

What is reciprocity in the context of sales?

Answer: Reciprocity refers to the tendency of prospects to feel indebted to sales professionals who listen to them. When salespeople show interest in the prospects' needs, it encourages the prospects to be more receptive to the sales pitch.

7.Question

How should a salesperson adjust their communication style with a prospect?



Answer: Salespeople should adjust their speech patterns to match those of the prospect for better engagement, while also maintaining professionalism and respecting the prospect's communication style.

8.Question

What did Sheila West say about credibility in sales?

Answer: Sheila West emphasized that dependability is key for gaining credibility, particularly for women in sales. When salespeople are dependable, it increases their believability, confidence, and ultimately their success.

9.Question

What is the key to happiness according to successful sales professionals?

Answer: Happiness is not about pleasure but about achieving victory through doing what is necessary; doing what you need to do leads to the ability to do what you want when you want.

10.Question

What is the sales credo voiced by Zig Ziglar?

Answer: The sales credo is: 'You can have everything in life



you want if you will just help enough other people get what they want.'

Chapter 3 | FINDING SOMEONE WILLING TO BUY| Q&A

1.Question

What is the most important key to sales success?

Answer:Prospecting is the most important key to sales success, as it is the foundation that allows you the opportunity to make sales.

2.Question

What is the difference between a prospect and a suspect?

Answer:A prospect is someone capable of making a purchase decision who has a need for your product, a desire to own it, and the financial means to buy it. A suspect, on the other hand, is merely a name that has the potential to become a prospect but lacks the solid qualifications.

3.Question

When should you be prospecting?

Answer:You should be prospecting all the time. It is not limited to typical work hours and can happen in any social



situation.

4.Question

How should you approach prospecting?

Answer:Begin prospecting by showing genuine interest in others. Building emotional connections can enhance your chances of successful selling.

5.Question

Why is it important to sell to friends and family?

Answer:If you believe your product is good enough for strangers, it should also be good enough for your friends and family. Not sharing it with them suggests a lack of confidence in what you're offering.

6.Question

What should you do if you are just starting out and have no prospects?

Answer:Start by observing your surroundings. There may be potential prospects in your office, within customer files, or through community resources.

7.Question

What is 'eagle-eye prospecting'?



Answer:Eagle-eye prospecting involves keeping a lookout for potential prospects in your environment, using tools such as a tape recorder to note businesses and contacts you encounter.

8.Question

How soon should you follow up with a new prospect?

Answer:You should follow up with new prospects as quickly as possible. The enthusiasm and motivation to make the sale can diminish if you delay contacting them.

9.Question

What is the significance of related industries in prospecting?

Answer:Related industries can help generate prospects effectively by forming partnerships and networking, thus enhancing each other's reach and success.

10.Question

What is the first step in asking for prospect referrals?

Answer:The first step is to ask a current client if they would introduce you to their best friend who might benefit from your services.





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Chapter 4 | DEALING EFFECTIVELY WITH CALL RELUCTANCE| Q&A

1.Question

What is the main cause of call reluctance among salespeople?

Answer:Call reluctance primarily stems from anxiety surrounding sales calls, often linked to self-image issues, where salespeople fear facing the public and often procrastinate.

2.Question

How can anxiety be transformed into a positive force in sales?

Answer:Anxiety can be turned into a positive force by recognizing that it enhances mental and physical capacity, much like how athletes harness adrenaline for better performance. Instead of avoiding anxiety, salespeople should learn to channel it positively for success.

3.Question

What role does self-image play in overcoming call reluctance?



Answer:Self-image significantly affects a salesperson's confidence. By realizing that they possess more knowledge and expertise about their product than the prospect, salespeople can better manage their fears and present themselves more confidently.

4.Question

Why is it important to focus on the prospect during a sales call?

Answer:Focusing on the prospect rather than solely on financial gains prevents the salesperson from appearing desperate, which can increase anxiety and decrease the likelihood of making the sale. Successful sales come from seeking to genuinely help the prospect.

5.Question

What specific method can help improve confidence before making calls?

Answer:Replaying successful past experiences or 'accomplishment feedback' in one's mind can greatly boost a salesperson's confidence before making calls.



6.Question

What is the recommended time to make sales calls and why?

Answer:It is advisable to make calls early in the morning when decision-makers are more energetic and receptive, which increases the chances of successfully engaging them.

7.Question

How should salespeople prepare themselves before making calls?

Answer:Salespeople should dress appropriately, maintain a positive mental state, and visualize successful interactions. This preparation can enhance their confidence and effectiveness during calls.

8.Question

What is one essential habit salespeople should cultivate?

Answer:Salespeople should create a regular schedule for making calls and stick to it, as organization and discipline are crucial for overcoming call reluctance and achieving consistent sales.

9.Question



What does Zig Ziglar suggest is a surefire way to overcome call reluctance?

Answer: The most effective way to overcome call reluctance is by committing to a regular schedule and making a daily appointment with oneself to contact prospects.

10.Question

What psychological principle does Ziglar highlight regarding emotions and actions?

Answer: Ziglar emphasizes that while logic alone cannot change emotions like call reluctance, taking action can help overcome that emotional barrier, leading to sales success.

Chapter 5 | SELL BY DESIGN, NOT BY CHANCE| Q&A

1.Question

What is the significance of 'Selling by Design'?

Answer: Selling by design emphasizes the need for a structured approach to sales, moving away from chance methods. It entails having a comprehensive plan to address customer needs and desires, ultimately leading to more effective sales practices.



2.Question

What are the four steps in the Ziglar Training System's planned selling process?

Answer:The four steps are: 1) Need Analysis, 2) Need Awareness, 3) Need Solution, and 4) Need Satisfaction. Each step is crucial for effectively understanding and meeting the customer's needs.

3.Question

How should sales professionals approach the Need Analysis step?

Answer:Sales professionals should conduct a Need Analysis by probing and deeply understanding the customer's true wants and needs, which may often be masked beneath surface-level symptoms. This requires skillful questioning to reveal the underlying desires.

4.Question

Why is Need Awareness crucial in the sales process?

Answer:Need Awareness is essential because it involves not only identifying specific needs but also helping the prospect recognize and articulate those needs clearly. Without this



awareness, the likelihood of closing a sale diminishes.

5.Question

What should a salesperson emphasize during the Need Solution step?

Answer:During the Need Solution step, salespeople should focus on presenting how their product meets the identified needs, emphasizing the benefits and solutions rather than just the product itself.

6.Question

What does WII-FM stand for and why is it important in sales?

Answer:WII-FM stands for 'What's In It For Me?' This concept is critical in sales because understanding what motivates prospects personally will help salespeople tailor their approach to meet those specific desires.

7.Question

What is A.A.F.T.O. and its importance in closing sales?

Answer:A.A.F.T.O. stands for 'Always Ask For The Order.' It is vital because many salespeople struggle to ask for the sale even when the moment is right. Overcoming this hesitation



can significantly increase closing ratios.

8.Question

Can you give an example that illustrates the difference between needs and wants in the sales process?

Answer:An example is the story of a woman who initially needed cookware but ended up purchasing fine china instead because she wanted it more. This highlights how emotional connection and desire ('want') can sometimes outweigh rational needs.

9.Question

How can probing questions help in uncovering customer needs?

Answer:Probing questions are designed to gather not just factual information but to dig deeper into customers' motivations and desires, helping the salesperson identify both expressed needs and unspoken wants.

10.Question

What can help a salesperson to not just sell a product but to provide solutions?

Answer:Focusing on the benefits that a product offers rather



than the features allows a salesperson to present themselves as problem solvers, effectively meeting the buyer's needs and making the sale more meaningful.

Chapter 6 | QUESTIONS ARE THE ANSWER— NEED ANALYSIS| Q&A

1.Question

What is the most effective way to begin a sales presentation?

Answer:By starting with questions, as they help gather important information and establish trust.

2.Question

How do questions help in the sales process?

Answer:They allow us to understand our clients' needs and demonstrate our genuine interest in helping them.

3.Question

What distinguishes motivation from manipulation in sales?

Answer:Motivation encourages voluntary action based on desire, while manipulation often leads to forced compliance.

4.Question



Why is it important to combine emotions and logic in the sales process?

Answer: Combining both elements ensures prospects feel compelled to act while also providing them with logical justifications for their decisions.

5.Question

Can you give an example of a three-question approach used for prompting action?

Answer: Certainly! For a product that saves money, you might ask: 'Can you see how our product saves you money?', 'Are you interested in saving money?', and 'When do you think you should start saving money?'

6.Question

What are the three basic types of questions used in sales?

Answer: Open-Door Questions, Closed-Door Questions, and Yes or No Questions.

7.Question

What is the purpose of Open-Door Questions?

Answer: They allow prospects to express their thoughts freely and provide deeper insight into their needs.



8.Question

Why should salespeople avoid delivering answers when asking Open-Door Questions?

Answer:Doing so interrupts the prospect's thought process and prevents them from providing valuable insights.

9.Question

What is the role of Closed-Door Questions in the sales conversation?

Answer:They help clarify or elaborate on specific points made by the prospect.

10.Question

Why must Yes or No Questions be used cautiously?

Answer:If overused, they can come off as patronizing and may hinder open communication.

11.Question

What is the most neglected yet crucial sales tool?

Answer:The salesperson's voice, which can be trained for better persuasion.

12.Question

How can salespeople improve their voice and



communication skills?

Answer:By practicing speech in front of a tape recorder and focusing on voice inflection and clarity.

13.Question

How should salespeople approach questioning their prospects?

Answer:They should do so as caring counselors, aiming to uncover wants and needs without appearing interrogative.

14.Question

What are the consequences of asking questions that aren't based on previous answers?

Answer:It leads to frustration and makes it seem like the salesperson is disconnected from the conversation.



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I've learned. Highly recommend!

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Chapter 7 | CONDUCTING THE COMFORTABLE INTERVIEW| Q&A

1.Question

What is the significance of conducting an 'innerview' instead of a traditional interview?

Answer:Conducting an 'innerview' emphasizes a more personal and engaging approach to conversation, allowing sales professionals to build a genuine rapport with prospects. This shift in mindset can enhance the quality of information gathered, making the prospect feel valued and more comfortable sharing their needs.

2.Question

How can you effectively engage with a prospect regarding personal questions?

Answer:Engage in a way that encourages the prospect to share their thoughts. Design a mix of open-ended and closed questions, like 'How did you get into this particular business?' or 'Do you like living in Dallas?' Balance the conversation by sharing only about 25% of your personal



information.

3.Question

What role does the organization play in the P.O.G.O. formula?

Answer:The organization element allows you to understand the prospect's context. By asking questions about their organization, you can gather valuable insights while sharing just enough about your own company to build trust without dominating the conversation.

4.Question

Why is it important to explore a prospect's goals during the conversation?

Answer:Exploring a prospect's goals helps uncover the motivations behind their desires. By understanding these goals deeply, you can tailor your solutions to align with what truly matters to them, rather than just offering a product based on superficial needs.

5.Question

What are some effective questions to uncover a prospect's obstacles?



Answer: Use open-ended questions like 'What is preventing you from being where you want to be?' and closed questions such as 'What are you currently doing to overcome this specific obstacle?' to uncover the challenges they face in achieving their goals.

6.Question

How does preparation enhance a salesperson's performance?

Answer: Preparation allows both logical and creative aspects of the mind to function optimally, enabling a salesperson to handle distractions and interruptions smoothly. Being well-prepared ensures that important points are communicated effectively without the salesperson losing track of the conversation.

7.Question

What should a salesperson do if a prospect demands quick answers about the product?

Answer: If a prospect demands quick answers, shift towards benefit selling, asking pointed questions like 'What will this



do for you?' to directly address their needs. This shows you respect their time while keeping the focus on the advantages of the product.

8.Question

What is the final step in the sales process after understanding the Person, Organization, Goals, and Obstacles?

Answer:The final step is moving into Need Awareness, where the salesperson uses the gathered information to identify the specific needs of the prospect and tailor the sales approach accordingly.

Chapter 8 | MAKING THE LIGHTS GO ON— NEED AWARENESS| Q&A

1.Question

What is the importance of probing for a prospect's true need?

Answer:Probing is essential to ensure you accurately identify the prospect's true need rather than just a symptom. It helps in ensuring the prospect fully understands that there is a real need, which is



critical for moving towards a sale.

2.Question

What is homeostatic balance and how does it relate to sales?

Answer:Homeostatic balance refers to the state of equilibrium that individuals maintain until disturbed by an outside force. In sales, it means helping prospects realize their imbalances or discomforts which can prompt them to seek solutions, turning on the metaphorical 'light' for them.

3.Question

Why is it necessary to discover areas of imbalance in prospects?

Answer:Identifying a prospect's imbalance allows you to create a sense of urgency. If they become aware of their issues, they become more inclined to seek solutions, which places you in a stronger position to facilitate a sale.

4.Question

How can knowledge of product help develop enthusiasm in sales?

Answer:Product knowledge enables salespeople to express



genuine enthusiasm and provide valuable insights about the features and benefits, which helps to build trust and credibility with prospects.

5.Question

What role does industry knowledge play in sales success?

Answer:Understanding industry trends allows salespeople to anticipate customer needs and position their offerings more effectively, enhancing their ability to connect with prospects.

6.Question

How can pricing knowledge influence a sales conversation?

Answer:An understanding of pricing, including cost versus value, allows salespeople to justify their prices and demonstrate how the benefits of their products outweigh the cost, shifting the focus from price to value.

7.Question

Why is application knowledge vital for sales?

Answer:Knowing how a product can be implemented aids in demonstrating its value and relevance to the prospect's specific situation, making it easier for them to visualize its



benefits.

8.Question

What benefits come from understanding competition in sales?

Answer:Understanding competitors allows salespeople to highlight their unique advantages and address any weaknesses in their product or service compared to others, helping to sway the prospect's decision.

9.Question

Why should a salesperson have a solution when identifying imbalances?

Answer:Having a solution is crucial because discovering a need or imbalance without a means to address it can lead to frustration. The objective is to help prospects resolve their issues, aligning sales with customer service.

10.Question

What signifies that both the salesperson and prospect have a clear understanding of the need?

Answer:The moment when both parties recognize the need and acknowledge that a solution exists is when they can



effectively move forward in the sales process toward closing the sale.

Chapter 9 | SELLING TO PEOPLE'S PROBLEMS— NEED SOLUTION| Q&A

1.Question

What does Kevin Jenkins sell, and how does he present it to his prospects?

Answer:Kevin Jenkins sells water beds but focuses on presenting them as solutions to health and wellness issues. He begins his presentation by providing scientific validation from health professionals to substantiate the product's benefits, which include proper pelvic tilt, enhanced blood flow, and stress reduction. He personalizes the benefits for the prospect, illustrating how the product could save them time and improve their life quality, thus creating a compelling narrative around health and personal well-being.

2.Question



What are the two vital questions that every salesperson should answer about their product?

Answer: The two vital questions are: 1) What do you sell? 2) What do your prospects buy? Salespeople must reflect deeply on these questions to align their product features with the actual benefits that customers seek.

3.Question

Why is it crucial for a salesperson to understand the difference between features, functions, and benefits?

Answer: It's essential because prospects do not buy products based on features; they buy based on the benefits these features provide. Understanding this distinction allows salespeople to lead with the prospect's needs and communicate how the product will enhance their lives, rather than just stating what the product is.

4.Question

How can understanding 'features, functions, and benefits' improve a salesperson's effectiveness?

Answer: By grasping the definitions and implications of



features, functions, and benefits, a salesperson can create a compelling narrative that resonates with the prospect. For example, knowing that the clip on a pen (feature) helps securely attach the pen to clothing (function) allows the salesperson to explain that it saves the prospect from losing the pen (benefit), making the product more appealing.

5.Question

What action should a salesperson take after understanding the importance of leading with need?

Answer:A salesperson should always ask for the order (A.A.F.T.O.) after they have effectively communicated the benefits of the product. This reinforces their understanding and leads to closing the sale, ensuring that the prospect recognizes the product as a necessary solution to their needs.

6.Question

How does personalizing benefits help in selling?

Answer:Personalizing benefits allows the prospect to visualize themselves enjoying the advantages of the product. For instance, rather than just stating a water bed provides



comfort, a salesperson might evoke an image of the prospect relaxing peacefully in a water bed and waking up rejuvenated, thus making the product more relatable and desirable.

7.Question

What impact does matching what you sell with what your prospects buy have on sales success?

Answer:If a salesperson's offerings match the needs and desires of their prospects, they are significantly more likely to close the sale, as this demonstrates a clear understanding of the market and effective communication of value. This alignment is a key differentiator in sales effectiveness.





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Chapter 10 | THE ABC'S OF CLOSING SALES— NEED SATISFACTION| Q&A

1.Question

What is the significance of asking for the order in sales?

Answer:Asking for the order is crucial in sales

because it directly leads to closing transactions. As

highlighted by the statistic that 63% of sales

interviews end without a specific request for the

order, many salespeople miss out on potential sales

simply by not asking. As Zig Ziglar mentions, 'We

must ask to have.' Asking shows confidence in your

product and signals to the prospect that you are

ready to move forward.

2.Question

How did Jim Borgman successfully close the sale after previous attempts failed?

Answer:Jim Borgman demonstrated persistence and

creativity when he followed up with the prospect after the

initial attempt to close failed. By calling the prospect, asking

open-ended questions to engage him emotionally, and getting



him to envision using the product, Jim ultimately reignited interest. His friendly demeanor and strategic questioning led to a positive outcome that highlights the importance of re-engaging and being persistent in sales.

3.Question

What does the acronym K.I.S.S. stand for and how does it apply to sales?

Answer:K.I.S.S. stands for 'Keep It Simple Salesman.' This principle emphasizes the importance of simplicity in sales techniques. Salespeople should not overcomplicate their approach but instead focus on a few effective closing techniques that they know well. By mastering these techniques, salespeople can respond confidently and effectively in appropriate sales situations.

4.Question

Why is a Summary Close effective when asking for an order?

Answer:A Summary Close is effective because it recaps the important points that resonated with the prospect during the



presentation. By reminding them of the benefits and features that excited them, the salesperson rekindles the prospect's enthusiasm and emotional connection to the product, making them more likely to say yes when asked to commit.

5.Question

What is a common reason prospects say 'no' during a sales interaction?

Answer:Prospects often say 'no' because they lack sufficient information to feel confident in saying 'yes.' They may not fully understand the benefits or may have unresolved concerns. This could indicate a need for further clarification or a deeper engagement in the sales process to overcome their objections.

Chapter 11 | CLOSING MORE SALES MORE OFTEN| Q&A

1.Question

What should a salesperson do when a prospect says 'no'?

Answer:Instead of arguing, a successful salesperson recognizes that the 'no' indicates the prospect lacks sufficient information. The salesperson should



continue providing additional information, features, functions, and benefits to help the prospect feel informed enough to reconsider their decision.

2.Question

How can a salesperson transition a prospect from saying 'no' to 'know'?

Answer: To facilitate this transition, the salesperson should ask questions to identify the real objections. By empathizing and testing the objections, the salesperson can move the conversation forward from feelings to factual understanding.

3.Question

What is 'gorilla dust' in the context of sales objections?

Answer: Gorilla dust refers to false objections that prospects present as excuses not to buy, similar to a gorilla creating a dust cloud to obscure a battle. They are often not the true barriers to purchase but distractions that need to be navigated.

4.Question

What are the two tests for uncovering true objections?

Answer: 1. The 'Suppose' Test: Ask hypothetical questions to



challenge the prospect's perceived objections and understand their true concerns. 2. The 'Isolate and Validate' Test: Confirm the singularity of objections by asking if there's anything else preventing their purchase and summarizing back their stated objections.

5.Question

Why is it important for sales professionals to anticipate objections?

Answer:Anticipating objections allowssales professionals to prepare thoughtful responses and engage more effectively with prospects, reducing the impact of surprise objections and improving their overall selling strategy.

6.Question

How should salespeople handle the common objection of 'I want to think it over'?

Answer:One effective method is to tell the prospect that you will leave them to discuss while you step away for a short period. Upon returning, you can prompt them for their decision, as it often nudges them closer to a sale.



7.Question

What should a salesperson remember about handling objections during a sales pitch?

Answer:Salespeople should focus on how their product or service can benefit the prospect rather than merely proving how many objections they can counter. The goal is to listen, understand, and address concerns thoughtfully.

8.Question

What signifies the end of a sale according to Zig Ziglar?

Answer:The sale does not end when the prospect agrees or says yes; it concludes only when the agreement is signed, the goods are delivered, serviced, paid for, and the customer is satisfied.

Chapter 12 | BEYOND CUSTOMER “SERVICE” TO CUSTOMER “SATISFACTION”| Q&A

1.Question

What is more important than just providing customer service?

Answer:Providing customer satisfaction is more



important than just customer service. It's about going beyond simply taking orders to truly understanding and valuing customer experiences.

2.Question

How should you respond to rude or unhappy customers?

Answer:Instead of reacting with rudeness, choose to respond in a friendly and courteous manner. Remember, your reaction is a choice.

3.Question

What is the significance of letting an irate customer express themselves?

Answer:Allowing an angry customer to vent helps to defuse their anger. Typically, anger can only be expressed for about two minutes, so by listening, you can release a lot of their frustration.

4.Question

What should you do after a customer cools down?

Answer:Re-engage with the customer in a friendly demeanor, express appreciation for their honesty, and reinforce your commitment to them and their business.



5.Question

How do you handle abusive language from a customer?

Answer:Politely let the customer know that you cannot assist when treated disrespectfully, and if the behavior continues, it may be necessary to pause the conversation.

6.Question

What should you remember about disagreements and complaints in sales?

Answer:Disagreements and complaints are inevitable; instead of viewing them negatively, see them as opportunities for growth in your sales career.

7.Question

What is the 'extra mile' principle in selling?

Answer:The 'extra mile' principle refers to going above and beyond customer expectations, which helps solidify relationships and contributes to a successful sales career.

8.Question

Why is customer feedback important, even if it comes from unhappy experiences?

Answer:Unhappy customers provide valuable feedback that



can lead to improvements in service and products, transforming complaints into growth opportunities.

9.Question

What mindset should you adopt when dealing with irate customers?

Answer: Adopt a mindset of empathy and patience; remember that their frustration is not personal and focus on finding a solution rather than assigning blame.

10.Question

What is the ultimate goal when dealing with customer dissatisfaction?

Answer: The ultimate goal is to not only resolve their issue but to enhance the relationship, leading to customer loyalty and satisfaction.





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Chapter 13 | GAINING CONTROL OF YOUR TIME AND YOUR LIFE| Q&A

1.Question

How can self-discipline improve my sales performance?

Answer:Discipline yourself to handle necessary tasks when they need to be done, which will eventually allow you the freedom to focus on the desires of your career. By prioritizing effective tasks and managing time wisely, a salesperson can optimize their productivity and ultimately lead to increased sales and income.

2.Question

What percentage of a salesperson's time is spent on non-revenue-producing activities?

Answer:Authorities estimate that as much as 80 percent of a salesperson's time consists of activities that do not directly generate business results, emphasizing the importance of time management.

3.Question

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How can I better utilize my time during the workday?

Answer: Analyze your daily activities to distinguish between necessary revenue-generating tasks and those that can be handled at non-selling times. This segregation will help you focus more on selling and less on ancillary tasks.

4.Question

What is the key difference between efficiency and effectiveness in sales?

Answer: Efficiency is about doing things right, while effectiveness is about doing the right things. The blend of both is essential for achieving sales success.

5.Question

How important is delegating nonselling tasks to a sales professional's success?

Answer: Delegating nonselling tasks to assistants allows sales professionals to concentrate on high-payoff activities, like prospecting and closing sales, which are essential for generating income.

6.Question

What can be the outcome of effective time management



for a salesperson?

Answer: Better time management leads to increased sales, higher income, and greater personal freedom, allowing for vacations and quality family time.

7.Question

Why is self-analysis important for salespeople?

Answer: Self-analysis helps identify ineffective habits and outdated practices, enabling salespeople to adapt and improve their productivity by focusing on beneficial activities.

8.Question

What is the benefit of keeping an activity log?

Answer: An activity log allows salespeople to see where their time is really spent, helping them make informed decisions on how to adjust their focus and increase the time dedicated to revenue-generating activities.

9.Question

What does Zig Ziglar suggest is crucial for salespeople to achieve maximum productivity?



Answer: Ziglar suggests that having an accountability system—like the Performance Planner or other organizational tools—helps salespeople keep track of their tasks and objectives, leading to better time utilization.

10. Question

How does the quality of time spent affect the outcome for salespeople?

Answer: Spending quality time on productive selling activities, rather than less fruitful tasks, results in higher sales, more income, and ultimately more free time for personal interests.



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Selling 101 Quiz and Test

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Chapter 1 | YOU MADE THE RIGHT CHOICE| Quiz and Test

1. Attitude plays a crucial role in sales according to Zig Ziglar.
2. Walter Hailey emphasized that anyone can quit a profession they have not fully engaged in.
3. Sales professionals lack opportunities because they are independent and responsible for their own success.

Chapter 2 | IMPORTANT SKILLS FOR TODAY'S SALES PROFESSIONAL| Quiz and Test

1. Honesty and integrity are essential skills for a successful sales career.
2. Trust is not important in building customer relationships according to 'Selling 101'.
3. Effective sales professionals should primarily focus on speaking rather than listening to understand clients' needs.

Chapter 3 | FINDING SOMEONE WILLING TO BUY| Quiz and Test

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1. Prospecting is considered the most important factor in achieving sales success.
2. A suspect has the authority and capacity to purchase.
3. Salespeople should always be focused on one prospect at a time when asking for referrals.





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Chapter 4 | DEALING EFFECTIVELY WITH CALL RELUCTANCE| Quiz and Test

1. Statistics suggest that 84% of salespeople feel some degree of call reluctance.
2. Dressing for success only matters when meeting clients in person, not over the phone.
3. Preparation is not essential for successful calls; spontaneous calls can yield better results.

Chapter 5 | SELL BY DESIGN, NOT BY CHANCE| Quiz and Test

1. A successful sales strategy should be based on chance rather than a strategic approach.
2. The Ziglar Training System includes a four-step formula essential for effective selling.
3. Need Satisfaction is not important in concluding the sales process.

Chapter 6 | QUESTIONS ARE THE ANSWER—NEED ANALYSIS| Quiz and Test

1. Beginning a sales presentation with questions is crucial for building trust with clients.



2. Manipulation is an acceptable approach in sales as long as the salesperson achieves their goal.
3. Emotional questions are not necessary during a sales presentation.





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Chapter 7 | CONDUCTING THE COMFORTABLE INTERVIEW| Quiz and Test

- 1.The P.O.G.O. formula emphasizes focusing 50% on personal information and 50% on the prospect's information.
- 2.During the 'innerview', it is important to establish a rapport by discussing both personal and organizational aspects.
- 3.Preparation is not necessary for a successful sales interview according to the P.O.G.O. strategy.

Chapter 8 | MAKING THE LIGHTS GO ON— NEED AWARENESS| Quiz and Test

- 1.Sales involve helping prospects understand their imbalances according to the concept of homeostatic balance.
- 2.To effectively reveal a prospect's imbalances, it's unnecessary for a salesperson to have detailed product knowledge.
- 3.When a prospect recognizes their imbalance, it guarantees a sale will be made immediately.



Chapter 9 | SELLING TO PEOPLE'S PROBLEMS— NEED SOLUTION| Quiz and Test

- 1.J. Kevin Jenkins emphasized health benefits of water beds backed by scientific evidence and customer testimonials.
- 2.Salespeople should focus solely on product features without considering customer benefits.
- 3.It is crucial for salespeople to always lead with the need and establish the benefits of their products to encourage purchases.





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Chapter 10 | THE ABC'S OF CLOSING SALES— NEED SATISFACTION| Quiz and Test

- 1.The fourth step in successful sales is Need Satisfaction, where salespeople must remember that prospects often want to say yes.
- 2.The K.I.S.S. principle stands for 'Keep It Simple Salesman', emphasizing complex techniques for closing sales.
- 3.When prospects respond with a 'no', it usually indicates they have enough knowledge to make a positive decision.

Chapter 11 | CLOSING MORE SALES MORE OFTEN| Quiz and Test

- 1.Prospects typically do change their mind after saying no if the salespersons provide sufficient information.
- 2.Sales professionals should focus on identifying true objections by asking the right questions.
- 3.The 'Think It Over' objection cannot be addressed creatively without risking the sale.

Chapter 12 | BEYOND CUSTOMER “SERVICE” TO



CUSTOMER “SATISFACTION”| Quiz and Test

- 1.Salespeople should engage in disrespectful communication when faced with angry customers to express their frustrations.
- 2.Listening attentively and allowing customers to vent is a key strategy for handling upset customers effectively.
- 3.Unhappy customers always provide feedback that can improve a business's reputation.





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Chapter 13 | GAINING CONTROL OF YOUR TIME AND YOUR LIFE| Quiz and Test

1. Discipline is essential for achieving both necessary tasks and personal desires in sales.
2. Sales professionals spend 50% of their time on non-business-generating activities.
3. Keeping a time log for two weeks can help salespeople identify areas needing improvement.





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