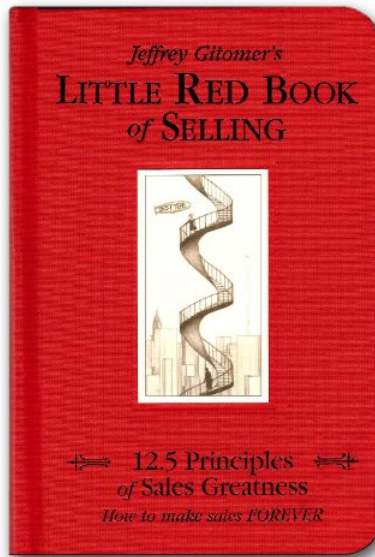


# [Free PDF File] Little Red Book of Selling: 125 Principles of Sales Greatness



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Editorial Reviews From Publishers Weekly If salespeople are worried about how to sell, Gitomer (The Sales Bible) believes they are missing out on the more important aspect of sales: why people buy. This, he says, is "all that matters," and his latest book aims to demystify buying principles for salespeople. From the red cloth cover to the small trim size to the amusing (but not cloying) cartoons on almost every page, this is an appealing and accessible book. The author is obviously enthusiastic, if not manic, about sales, and though some of his mantras verge on hokey, much of his prose is straightforward and realistic. Each chapter includes a mini table of contents, pull quotes and takeaway sound bites, examples of typical whines from salespeople (e.g., "the client said they spent their whole budget") paired with a positive response (e.g., "Decision makers make the budget. Non-decision makers spend the budget"), and plenty of advice and ideas that can be taken in and studied as a whole or referred to at random for inspiration. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Review This isn't just a red book; it's a Red Bull of high-energy sales tips & counsel. -- David Dorsey, The Wall Street Journal (May 3rd 2006) See all Editorial Reviews ----

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