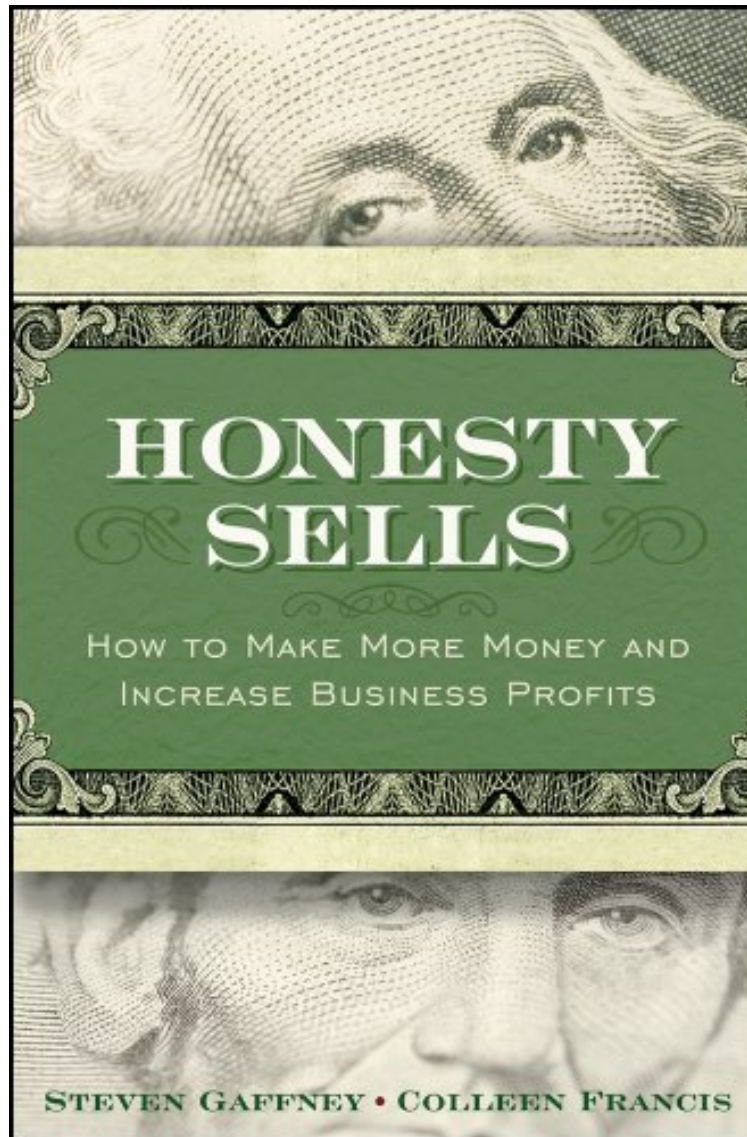


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Honesty Sells: How To Make More Money and Increase Business Profits

Steven Gaffney, Colleen Francis
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Steven Gaffney, Colleen Francis : Honesty Sells: How To Make More Money and Increase Business Profits
before purchasing it in order to gage whether or not it would be worth my time, and all praised Honesty Sells: How To Make More Money and Increase Business Profits:

6 of 15 people found the following review helpful. This Book Does Not Advocate Honest SellingBy Gill E. Wagner
This book does not foster honesty in sales. It perpetuates the myth that sales is about closing. It perpetuates the false assumption that prospects are liars. It perpetuates the misguided belief that prospects are too stupid to figure out

what is best for themselves without being guided by you -- the salesperson. It perpetuates the self-centered thinking that a salesperson's job is to guide prospects to buying what he or she sells. It perpetuates manipulative tactics -- even their wording examples for overcoming objections show their complete lack of understanding of what Honest Selling really is. Bad: This book continues the self-centered, "it's all about the close" thinking that is responsible for everything wrong in sales. Worse: It does so under the guise of honesty. If you believe in Honest Selling then do not waste your time with "Honesty Sells." Gill E. Wagner, President, Founder Creator of Honest Selling P.S. If you want a MUCH more detailed version of this review, visit my blog at [...]. 3 of 3 people found the following review helpful. A must read for all salespeople and managers! By D. Wis The title speaks for itself. Over my career of many years in retail and corporate sales, I've seen it time and time again where I've worked with other sales rep who lie to their customers to make a quick buck only later to earn a reputation as being a con and losing customers in the long-term. The book carries many examples that I was able to relate to where customers haven't told the whole truth, dragged on the sales cycle, and even didn't admit they weren't the actual buyer and had a major influence from other senior management in the company. It gave me a lot of food for thought as well to think about how honest I am with myself in terms of cold calling and how productive I am as a sales rep. It's a book you'll come back to more than once and really provide you a lot of ideas on how you can become the most ethical and responsible sales rep out there! 1 of 1 people found the following review helpful. Honest Reading By Vincent Stark This book does exactly what it warns against: underpromises and overdelivers. Authors seem to be honestly believing in what they are talking about. Many of the ideas are similar to those found in The 7 Habits of Highly Effective People. Only by listening to customers, by being genuinely emphatic and open to communication, by telling the truth, the top sales can be made and long-term relationships established. Given the plenty of real-life examples, step-by-step scenarios, and dialog samples, Honesty Sells: How To Make More Money and Increase Business Profits deserves to be on the shelf of every successful salesperson.

Looking for an edge in today's tough selling market? Honesty Sells challenges you to abandon cliché sales techniques that rely on manipulation and deceit. Instead, by being honest and open with clients, you will be rewarded with long-term, profitable relationships; at the expense of no one but your competition... PRAISE FOR HONESTY SELLS "I've been in the field of sales leadership for twenty-four years with a major organization. I've recruited, trained, and developed thousands of salespeople over those years. Where has this book been? It should be a must-read for every new salesperson. This is a simple topic that isn't easy to execute day to day. Honesty Sells helps you change your mental map about how to approach business and relationships. Do the right thing....always!" — Scott DiGiammarino, Group Vice President, Ameriprise Financial "Honesty Sells has already made a huge impact in my business and it's a keeper. I recommend it for any business CEO trying to maximize and keep their profits." — Richard Strauss, President, Strauss Radio Strategies, Inc. "Honesty Sells is not just a book for salespeople. As a public relations professional, Gaffney and Francis's solid principles and coaching have helped me to develop and maintain relationships that are key to the success of my business." — Avery Mann, Director of Media Public Relations, FOX TV's America's Most Wanted "Literally thirty minutes after absorbing their sales advice, I was on the phone applying concepts and strategies that enabled me to effectively move forward a deal accounting for 57 percent of my quota for the entire sales quarter. Here's the best part: this was during my first month on the job." — Raj Shahani, Yahoo! "Thank you so much for the inspiration. Your selling techniques were just the shot in the arm that this old veteran really needed. I have four new clients in just a week's time! Hip hip hooray!!" — Nancy Daniels, Regional Director, HelmsBriscoe "A top-notch sales pro who knows how to make progress in a difficult market. Bad economy. Government sales. Makes no difference; the job gets done." — Paul Lemberg, Lemberg and Associates "In addition to the practical and proven tips and techniques, this advice is based on extensive sales research and investigation with respect to what produces results. All the 'out of the box' suggestions are attention-getting but also get results!" — Janet Armstrong, Director, Management Consulting, Ajilon Consulting