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SuperStar Selling: 12 Keys to Becoming a Sales Superstar

Paul McCord

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Paul McCord : SuperStar Selling: 12 Keys to Becoming a Sales Superstar before purchasing it in order to gage whether or not it would be worth my time, and all praised SuperStar Selling: 12 Keys to Becoming a Sales Superstar:

3 of 4 people found the following review helpful. A must read for sales people who are serious about success. By PaulfPaul McCord has done it again with Super Star Selling. While there are many excellent sales books and guides on the market, many of them are about strategies and techniques that help improve the likelihood of closing the sale. The majority of them ignore the personality and psychology of the sales person and tend to say "Do what I say and you will succeed in sales." Not too many actually make you ask "Am I cut out for this profession?" Paul McCord has taken a dramatically different approach that requires the reader to perform a detailed analysis of their personality and activities

over the past year. They can use the results to determine if they are in the right industry or if they should even be in sales. Paul's exercises aren't just about crunching numbers to see if you are making enough calls. Rather, they are part of a strategic selling mindset and system used to improve your selling results. This is not a book that you are going to read and set it on your library shelf. You will find yourself using it to analyze your activities and to create a long term plan and strategy for success in sales, either with your current company or in an entirely different industry. He also goes beyond traditional sales training by teaching us how to successfully market ourselves and our products or services and he also presents a wealth of both online and off-line resources to help us learn the marketing function. So many sales reps have said to me "I would be really great in sales if only I could get in front of more prospects." Well, the new reality, also taught by Frank Rumbauskas in *Cold Calling is a Waste of Time* is that if you are in sales, you need to become a marketer because the reality is that it is the rare business that has clients beating on the door to buy from us! Paul McCord writes to us in a style that is very personal and easy to understand language and flows nicely from chapter to chapter. He shares with us a lot of practical real world experience from both selling his own services as well as examples from his clients and those of other sales experts. Attention sales professionals!!! There is a new sales book on the market that is a must-have in your library. It is called *Super Star Selling* by Paul McCord. Buy it, read it and apply what you've learned and you will see your income go up! 0 of 0 people found the following review helpful. Paul McCord has some useful ideas. Anyone who's been in sales for a ... By Paul C Herring Paul McCord has some useful ideas. Anyone who's been in sales for a period of time can do the same though. Paul's views are that if you don't agree with him you must be wrong, because he isn't. For a person who purports to teach others about sales, which is mostly about dealing with people, he doesn't walk the talk. I'd give the book 2.5 stars if possible, but it isn't, so will leave it at 2 stars. 1 of 1 people found the following review helpful. A Practical Must-Read Sales Book By Jan Visser If you're ready to give your sales career a boost, you should read this new book. Based on his own many years of experience and sales leadership, Paul identifies 12 main issues that must be addressed if you are to transform yourself from an average performer into a sales superstar. The book offers a down-to-earth and practical assessment of the issues that stand between you and continued success in the sales profession and is illustrated with many concrete examples you can apply to your sales career today. *SuperStar Selling* is a must-read for sales professionals committed to success and managers dedicated to building a team of winners.

Superstars are made, not born. Find your key to becoming a Superstar by doing what the Superstars do. *SuperStar Selling: 12 Keys to Becoming a Sales SuperStar* takes you step-by-step through constructing the foundation that will propel you to superstardom. You'll learn how to identify your sales strengths and then find the products or services, the markets, the marketing methods, and the selling process that will highlight your selling strengths and minimize your weaknesses. Whether you are new to sales or an old pro, *SuperStar Selling* will show you how to create the sales business and income you want. Not a book for the casual reader, this in-depth study is for the salesperson or manager who is serious about a change.

If you're still dreaming of becoming a sales superstar, or simply need to *finally* make a decent living, then this book will meet you where you are today, and show you the steps. No vague fluff. No impractical methods. Just training of the highest order. Paul's a 'Dr Phil' for no-nonsense sales training. -- Dr. Martin Russell "WordofMouthMagic.com, Australia"