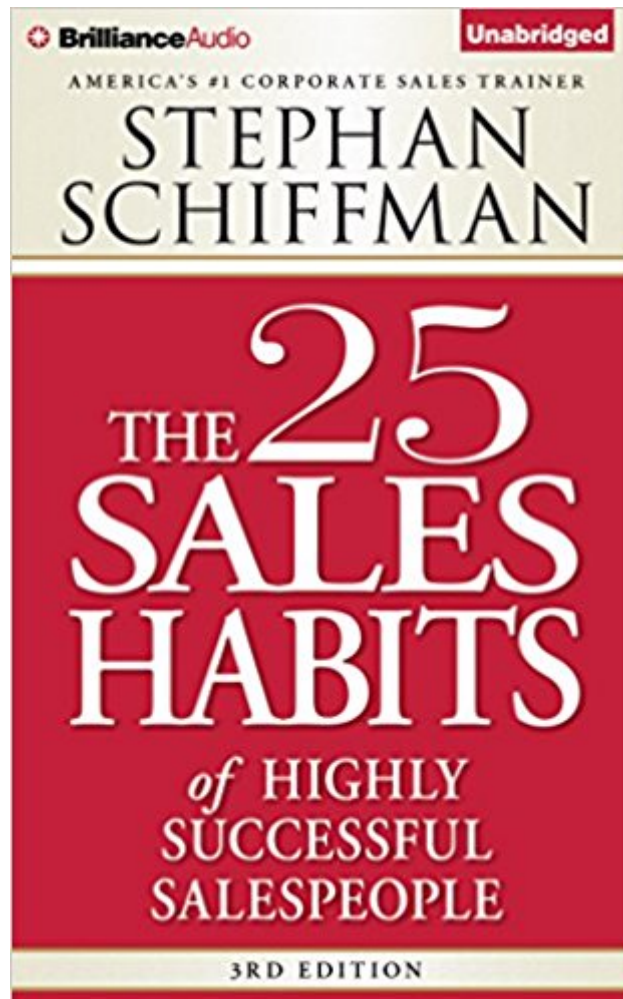


The book was found

The 25 Sales Habits Of Highly Successful Salespeople



Synopsis

Learn sales from the best in the business! Now you can join the millions of salespeople who have followed Stephan Schiffman's advice and watch your performance soar. Schiffman lets you in on the industry's best-kept secrets. Learn how to:

- Convert leads to sales
- Motivate yourself and others
- Give killer presentations
- Handle objections
- Close the deal

If you're a salesperson looking to succeed, this is the audiobook that will get you to your goal—and beyond!

Book Information

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Best Sellers Rank: #711,636 in Books (See Top 100 in Books) #40 in [Books > Books on CD > Business > Sales](#) #526 in [Books > Books on CD > Business > General](#) #1991 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

Customer Reviews

The 25 Sales Habits of Highly Successful Salespeople is a concise book on how successful salespeople go about their profession. The 25 'habits' are quite basic and hardly represent a revelation to anyone but the most novice of salespersons. Nevertheless, the 130-odd pages can be a fast and quick review, or check list if you wish, for anyone interested in covering the basics. The book's title might or might not be referring to Steven Covey's famous series. Either way, The 25 Sales Habits can apply to more than just salespeople. Pro: A quick read with a quick reference summary at the end. Con: Too basic for most and a partially dated entry in the ocean of sales collateral designed to launch a training career.

The best thing about Stephan's 25 Habits book is that it summarizes what it takes to be a successful sales person. It's easy to read, and even when you're an experienced sales pro like some of us grizzled old veterans are, you'll still find that there's things you could improve upon in what's explained.. so it's a great "self check" and tune-up, for all levels of sales reps. Schiffman's books

(and Gitomers) are ones that I recommend all my clients read, as they're important, and their techniques work. This one is useful, a good overview and primer of what sales success is all about. Nice work. Ken Calhoun

Sales is a profession where motivation is essential. The biggest problem that professionals encounter is their own negativity. This book is inspirational. It reminds you to challenge yourself.

I like this book. It's has simple, workable, common sense actions. The book does spark the thought. After 23 years as a successful sales professional, with 4 years prior when I wasn't successful, this book is the tool I keep in my case at all times. When in the midst of a sales action (cold call, needs investigation, presentation/demo or close) it is hard to remember the solid things that work. This book is that reminder. It helps to refer to it before a call, after a rejection or just to start the day. Advanced stuff is great when you have blown your quota away and have lots of time to experiment with NLP, Hypnosis, slight of mouth, etc. However, if you haven't brought home the checks you deserve, read this book. You will certainly get your money worth on this one! See you at club!

I must say that I disagree with the previous comments. I have just started a career in sales, and when I discovered there was a lot of money to be made in this line of work, I bought a few sales books to help me. This one was by far the best, detailing essential points in a very consumable way. That was only 12 weeks ago. My salary has already tripled from my last job. And believe it or not I have surpassed my peers already! A great book!!

This book is more like an oversized pamphlet. It has about a 6th grade level of language and I read it in a couple of hours. Chances are, you know the information already. You know that you need to look and act professional, call people back and make sure you aren't trying to sell a grand piano to a pauper. This book is less helpful for those of us who work selling *a* product. It's less helpful when you, say, work in general retail. That's not to say it's awful... you just need to be a very abstract thinker to apply it. The thing that turned me off about the book was the tone of the language. The language was unusually aggressive and I felt like I'd been beaten up by the time I finished. I appreciate directness, but I definitely got the feeling that this book was transposed from speeches. The problem with that is what works in colloquial speech does not work well in writing. Written language gives one the opportunity to expand in detail on one's ideas. The writer did none of this. In

the end, if you are new to sales and are in a hurry for a kick start, this book is fine.

I am not a negative person, however I do have some negative feelings about this book. I have what I consider "moderate" sales experience, selling everything from shoes, to real estate, which is my current profession. If you are looking for a book that gives you practical, applicable advice, this is not it. It is more of a feel good, hey heres a few ideas that may help you in general type book. Basically a lot of mush. I found myself having to sell my own self on even finishing the end of the book. I made it, but my eyelids were heavy and I was totally uninspired. I am truthfully surprised that this book has recieved such positive reviews. In summary, it was a book of broad, unconnected ideas that will have little to no effect on actual sales performance or customer satisfaction.

A quick read, with 25 very common sense "Sales Habits" that will probably be second nature to all but the most novice salesperson. Don't get me wrong, the book itself is fine - just that there is nothing here that is all that new, earth shattering or even revelatory. As an example, one of the strategies is "Ask for referrals". Or this gem, "Engage the prospect". Again, the information is fine, and the refresher on the basics, or even for a new salesperson might be beneficial, but there just isn't enough here to either engage the reader or to really open any new ways of thinking. Just OK...

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