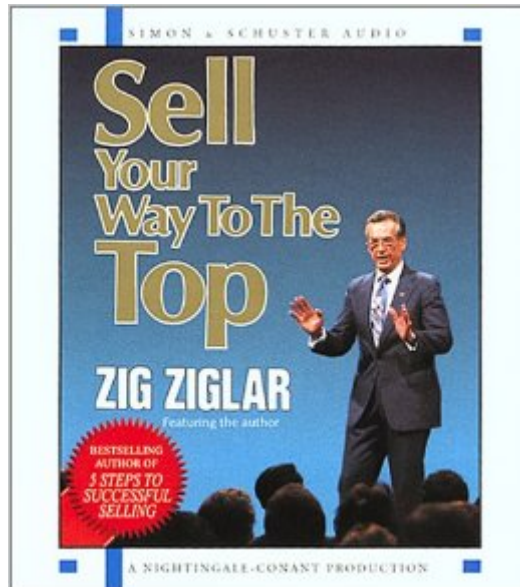


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Sell Your Way To The Top



Synopsis

Success can be yours with Zig Ziglar's *Sell Your Way To The Top!* Learn from America's sales mentor. Drawing on his own proven selling strategies that build successful sales careers, mega-bestselling author Zig Ziglar (*Goals, How To Get What You Want*) tells you how to turn every no into a yes and improve your prospecting, overcome price objections, and close more deals with finesse and style. Combining vivid scenarios and crystal clear instructions, Ziglar will motivate you to reach your peak as a sales star. You'll learn how to add the personal touch to client relations making you more effective than ever at demonstrating the need for your product or service. With these important skills, you'll become a word merchant who paints verbal pictures that capture your client's full attention. More than a guide to closing one single sale, *Sell Your Way To The Top* will help you open the door to a profitable sales career -- because no one can teach you how to make your sales percentages skyrocket like Zig Ziglar can.

Book Information

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Customer Reviews

When i started listening to the book my first thought was that this guy is an absolute cheese ball. but then i was taken back... i realized while his examples were all cheesy, they proved to be effective examples... they give you an idea of what you should do at that point in the sale... while i dont recomend using his lines, i do recomend this book, and understanding the points he is making with his cheesy lines...

This is one of best sales tapes i have listen too, and it is also one of zigs best audio recordings, if

you want to succeed in the area of sales, this cassette recording is a must, zig will show you how to become not just any kind of sales person but a great sales person, he will show you the qualities you need, to become great not only in the areas of sales, but also how to become great in the area of life. I listen to this tape at least 3 times a week, Thanks a Zillion Zig

An Excellent and easy listen. I've listened to my cassettes over and over - his tips are simple and very useful, his analogies clear and very humorous. All in all - very well worth having.

This tape kept my interest and made me laugh while giving me great sales tips. As a salesperson I found it motivating.

Im in my 5th year selling housewares at Macys and I sometimes turn to Zig before I go to work to help remind me of what Im supposed to be doing at work--selling! I recomend the tapes for anyone considering a sales career or actually in a sales career.Thanks Zig.

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