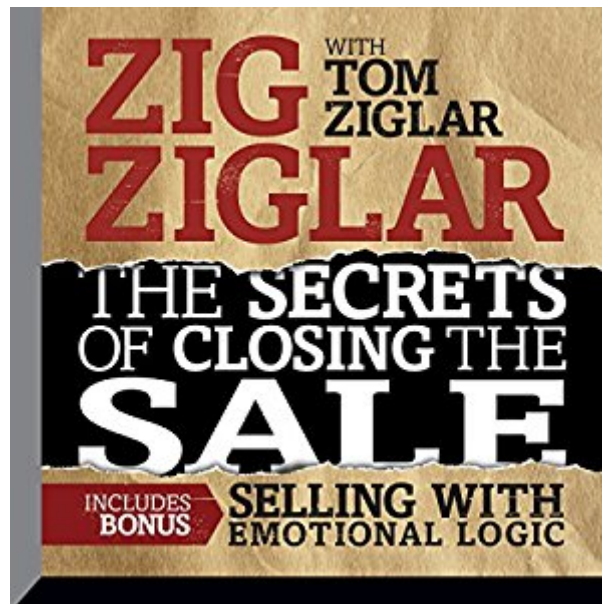


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# The Secrets Of Closing The Sale: Included Bonus: Selling With Emotional Logic



## Synopsis

Zig shares tips and techniques from his vast wealth of sales experience. His insights will prove to you over and over why this is the definitive how-to sales program. This powerful series of 12 timeless sales sessions will help you close more sales today as you build a career for tomorrow! Whether you're a seasoned sales veteran or just now beginning your first sales position, *Secrets of Closing the Sale* provides you with practical advice and effective questioning techniques that you can use to transform prospects into clients. Learn step by step over 100 specific closes and over 700 questions that lead the prospect to the decision table. In this newly updated recording, not only will you get to hear timeless lessons on closing the sale from Zig Ziglar that have helped hundreds of thousands of salespeople for more than a generation, but you will hear Zig's son, Tom Ziglar, discuss how these ideas are even more relevant in 2015. Tom is the president of Ziglar Training Corporation, the author of the newly released book *Live to Win*, and a successful platform speaker in his own right. You'll learn: The ABCs of closing Professional persuasion and common sense selling Buyer-based closing techniques Voice training for effective presentations Honesty and empathy for sales success...the basics Empathy, sympathy and self-image in selling Using word pictures to sell Objections: a salesman's best friend Asking questions to close the sale...the basics Positive projection for closing more sales And much more! Plus a bonus recording: how to use emotional logic in the selling process to increase your closing ratio.

## Book Information

Audible Audio Edition

Listening Length: 17 hours and 1 minute

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Version: Original recording

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## Customer Reviews

I owe Zig Ziglar. Big time. This book increased my ability to demonstrate and sell our service dramatically after one read. Zig tells you and then sells you on the fact that you've gotta read his

book three times: once with quick notes in the margins, a second time with thorough notes and a third time with a steno pad so you can make your own "Secrets of Closing the Sale." I've purchased three copies of this book. Two for myself, one to give out to my staff. I started out thinking about sales in the same way most people do - sleazy scumbags out to make a fast buck. I started out wanting to make more money. I ended up learning that "You can have anything in the world you want if you'll just help enough other people get what they want." Ziglar teaches you, from the beginning, that there's no room for success in a salesman's career if he's taking the fast route, making the quick sale and then locking the door behind him. Ziglar teaches you that if you want to make a living in the profession of selling you have to truly believe in your product. You have to be so convinced that your product is the right product to fit your prospects needs that you can't possibly believe or understand how they wouldn't want it. Yeah. Ziglar teaches the closes. There are hundreds of scenarios and stories that demonstrate various closing techniques. Most of them are great (a few are cheesy). But what makes this book so good is that it constantly drives it home - a good salesman is an honest salesman. A good salesman has his customer's best interest in mind. A good salesman has a solution to a need of his customer. When you help the customer, they will help you (with money).

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