

[PDF] The ABC Of Sales: Lessons From A Superstar

Daniel Milstein - pdf download free book



Books Details:

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Description:

Review An experienced salesman provides advice on how to find clients, nurture long-term business relationships and always close the sale. Milstein s first job was cleaning toilets at a McDonald s restaurant at the age of 16. It s the type of job most teenagers do for spending money, but the author used his free time to read the words of company founder Ray Kroc and make plans to move into management. He soon discovered his love for sales and, after finding a job as a mortgage loan officer, made his first million by his mid-20s. Currently, Milstein devotes himself entirely to sales

100-hour work weeks are typical and to always putting the interests of his customers first. While giving a speech before 300 loan officers, the author paused to respond to an e-mail he received from a customer on his BlackBerry, and when a few members of the audience commented on this display of rudeness, Milstein advised, This is what it takes to be the best. You have to be ready to drop everything for your clients. The author provides dozens of tips and techniques to find clients and close sales, counseling readers on skills such as their elevator speeches. Milstein sells home loans for a living, but insists that his techniques would work just as well for all manner of products and services, and offers advice to those who sell menswear, automobiles, seafood and hotdogs. The author devotes the last chapter to the subprime mortgage mess, and boasts that he actually prospered during the meltdown because he refused to sell risky loans to his customers. Milstein's ideas are easy to grasp; in a chapter about 40 ways to botch a sale, he counsels salespeople to always remember the client's name, never interrupt the client and always accept the client's business no matter how small the profit. These appear to be simple rules, but they could easily be forgotten by many salespeople who may be wondering why business has fallen off. Milstein's enthusiasm is infectious; throughout the book, he counsels readers to brave snowstorms, fix their clients' flat tires and even paint their clients' porches if that's what it takes to make the sale sound like advice for any budding sales superstar. His message is clear: love the product, love the customer and do whatever it takes to close the sale. --Kirkus

"Dan Milstein shows that the American Dream is alive and well for everyone, immigrant and natural born citizen alike. The skills he teaches can be used by anyone to develop their own business and sales efforts." --Ross Rojek San Francisco / Sacramento Book Review

This little book glows with wisdom and a deep appreciation of mankind's ability to make the workplace and life happy, making it a volume that does indeed tell a story of how something great can grow from very little beginnings and also how a philosophy of a gentle immigrant lad can help us appreciate the true American Dream. --Grady Harp - Amazon Top Ten Reviewer

From the Author As we were putting the finishing touches on this book, a friend who knew about the project said to me, "I can see why you would write about your experiences. But why would you want to give the secrets of your success to someone who might use them to compete against you?"

The answer is simple - I'm happy to share my secrets because there really are no secrets. I'm a born salesman, so what I do is sell. I wake up thinking about our clients, I spend my entire day taking care of our clients' needs, and I go to bed thinking about how we can improve on what we did today and what we can do for our clients tomorrow.

So if someone should learn how I do what I do and then finds ways to do it better, fine! Maybe I'll learn a few things from them.

To get to where I am today I have built a sales organization in which I count on every member to have the same kind of customer focus as I do. This is important, because more than 400 employees and 1,500 of their family members count on Gold Star for their financial security.

But I want every member of my team to be far more than just secure. I want them to achieve as much success as they possibly can and to be happy pursuing their own passions. This makes my organization stronger, and it makes me stronger.

In these pages you will find a lot of information about how to sell anything. In many respects it can be used as a textbook on how to approach the sales profession and how to build a professional sales team. I have also shared enough about my personal journey to help you understand where my own

drive to succeed comes from.

Enjoy my book. Learn my secrets. Then go and find your own passion. And - Always Be Closing.

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