



Title: Little Red Book of Selling

Author: Jeffrey Gitomer

Summary:

If you own your own business, just in case you don't realize it if you are in a commission only sales position you own your own business, and you don't know Jeffrey Gitomer you are making your life unnecessarily more difficult. Jeffrey does a wonderful job helping sales people to develop the knowledge and skills they need to be more successful. His books are an absolute must read and I would highly recommend that you sign up for his free e-newsletter. He is very direct and to the point and has a great sense of humor that will make your learning process enjoyable.

Top take away points –

- Understanding why people buy is critical. Common sense and your own experience will tell you that people buy to overcome a problem.
- Realize that if you truly want to be successful you need to think about relationship building.
- Your own thoughts will fulfill themselves, so if you think you can't you're right. You have a responsibility to yourself to achieve. Choose your level of success.
- Do your homework before engaging so you don't waste their time asking questions that you could easily have answered for yourself. Do your homework and then ask questions that demonstrate your basic knowledge of them and their concerns.
- Create your own personal brand. Your customers buy you first and then what you have to offer. Get known as the expert in your field.
- It's all about value and relationships. Give value first without expectation of a return.
- Use networking to connect and build relationships.
- Spend your time in front of decision makers. These are the people who can make a "yes" decision. Ask the prospect what they think and tell them how they win or could win by meeting you.
- Ask questions that help the client to clarify their need.
- Put your prospects at ease by getting them to smile or laugh.
- Establish differentiation through your creativity.
- Reduce the risk of purchase.
- Get testimonials with specific messages.
- Develop self-confidence, determination, and positive expectations.
- Master yourself and practice self-leadership.

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Review:

**What's good-**

Jeffrey provides actionable ideas and concepts that will help you to build your sales knowledge and skills through practice and implementation. His information is both easy to read and understand and immediately practicable. He also provides more information on his website that is directly related to the information in the book.

**What's might not be so good-**

For many of you it isn't your lack of knowledge and sales skills that is keeping you from getting the success you want. Rather you may be short on the want and why to do the things you know you should do. This could be called your attitudes. While Jeffrey does touch on attitudes we know that are attitudes are habits of thought that take time and a conscious effort to change. Habits take a commitment and plan for affecting a change.

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