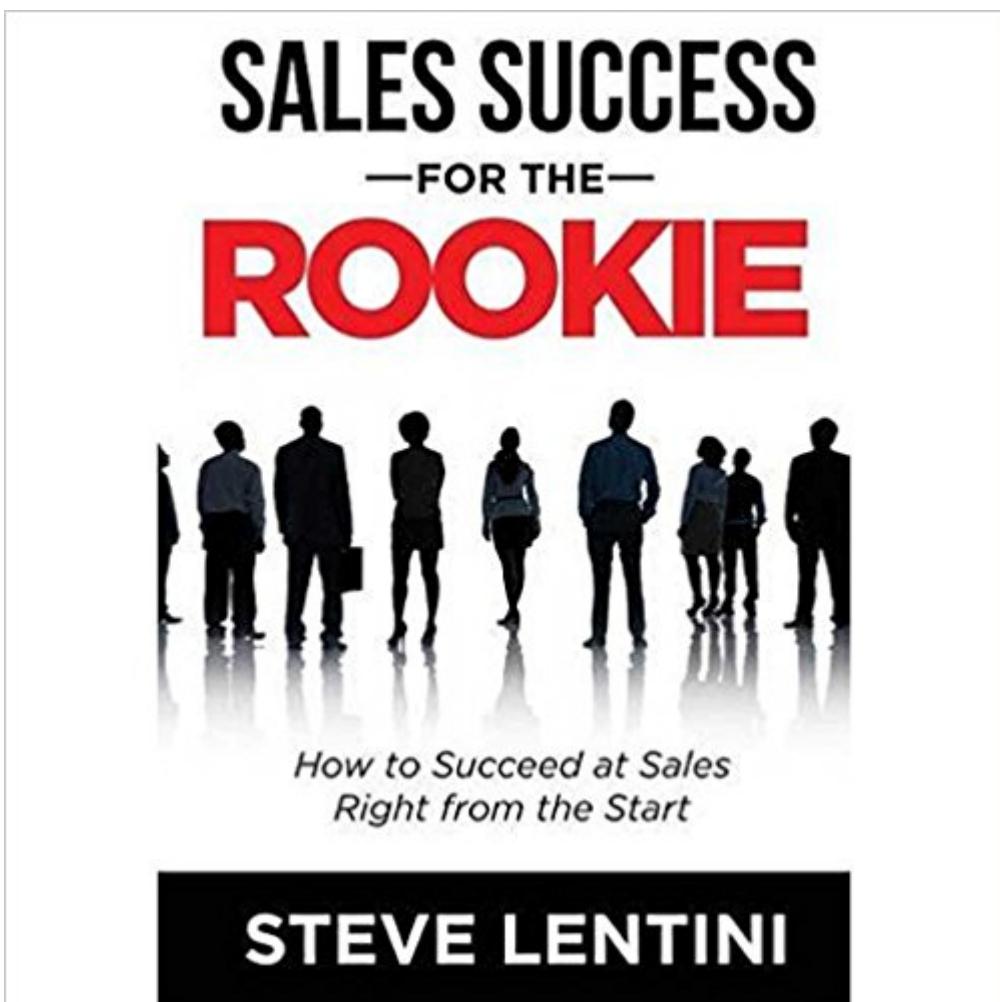


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# Sales Success For The Rookie: How To Succeed At Sales Right From The Start



## **Synopsis**

Advice, tips, motivation, and a system to follow for sales success. From an author, entrepreneur, and businessman with forty years' experience in sales and management comes a book full of sales advice, inspirational tips, success stories, and a proven system to follow for sales success. This book is geared specifically to those new to the field of sales to help you can become personally accountable for what you create in sales -- and in life -- right from the get-go.

## **Book Information**

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## **Customer Reviews**

"Being a student of Steve has dramatically helped me to grow personally, professionally, and spiritually. In addition, Steve has helped me to transform my thinking, which in turn has produced many positive changes in my life. I would highly recommend Steve to anyone who is looking to achieve higher levels of success in their sales or in their life." --Dave Gilman, president of Cognito, praise for the author "Steve challenged and guided our team of successful sales professional to pursue our new product category using innovative techniques and selling 'outside the box.' The resultâ |we had a customer on board within six months that purchased over 750K and a significant and profitable 1.2 million overall in less than one year." --Cindy Ciaccio, COO of Weeks Lerman, praise for the author

Steve Lentini is an entrepreneur and businessman with forty years of experience in sales and management and an author of sales and leadership books and articles. He is also a keynote

speaker and an engaging trainer. Having consulted with a wide variety of companies across many industries --including software, health care, service, and distribution -- he is highly qualified to address any sales challenge.

It is so easy to get discouraged in sales. Lentini is right there with you in the trenches whispering in your ear and sharing with you what his approach would be and why? He asks the deeper questions the typical sales woman or man are to intimidated to ask. He lays out all out and asks that you do to. Challenging you at times, Lentini has a way of motivating you to do the unexpected. To be bold and brave and do it with heart. He gives you strategies not tactics. Sales Success for the Rookie is a must have for anyone selling products or know-how in high-end markets where integrity and transparency are badly needed.

One thing I particularly like about this book is how it encourages the new sales rookie to be human - be about more than "the sale." The chapter on social media is a great example. How many times have I accepted a connection on LinkedIn, only to immediately get pitched? That's hardly being social.... or even likeable, for that matter. Be human first, a salesperson second.

Successful sales personnel are the lifeblood of any marketing organization. Steve shows how a training program, which will provide the tools and techniques of selling to the trainee, but will instill the need for the individual to self motivate and apply the techniques to themselves. A sales person who cannot self motivate will never reach the top. Steve stresses, they must adapt to the sales techniques in a way they will seem natural. A customer hearing a canned pitch will seldom accept your full presentation. He also indicates a sales person must be a good listener, to learn how the product will benefit the customer. The main presentation will include the values and benefits for the customer, letting the product sell itself.

Truly enjoyed the work. This one grabbed me instantly from the title. Working with clients to improve professional development, many of them tend to shy away from sales. It's acquired quite the negative reputation, but the author shows in a practical way why having sales skills is vital in any life path. The system was helpful in ironing out a concrete plan of action and I can see this being a great gift for the new business owner or even employee stepping out into professional life.

Steve Lentini is highly acclaimed for his live coaching sessions. Now he has put all his awesome

sales insights into Sales Success for the Rookie. The way you ask questions, the way you interact with people, how you care about them and get you to care about you — it's all selling. And Lentini's sales insights are invaluable. Get this book now!

I hate selling. I also love being in business for myself. The two go together like vinegar and water...up until now. Steve takes a great approach to teaching new and old dogs alike how to embrace sales and not feel intimidated by the process. I consumed this book in just one day and now am ready to wake up tomorrow and start selling from a completely different vantage point.

This book is not only a guide for rookie salespeople but contains wisdoms for how to get out of the victim role and take your power. The author notes you must sometimes get uncomfortable, improve your communication, and practice gratefulness. Thanks for a very human book about how to approach sales.

If you are new to sales, this is the book for you. Sales is essentially enriching the lives of people who buy from you. You must be real, positive, and worry about rejection. This book will help you with understanding how to be all three: real, positive and energized by rejection.

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