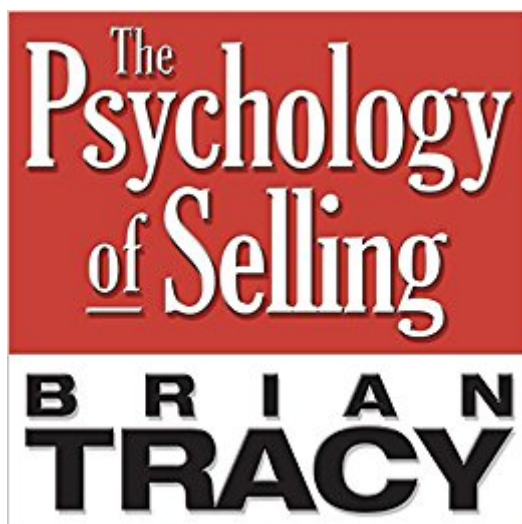


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# The Psychology Of Selling: Increase Your Sales Faster And Easier Than You Ever Thought Possible (Your Coach In A Box)



## Synopsis

Double and triple your sales - in any market. The purpose of this audiobook is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

## Book Information

Series: Your Coach in a Box

Audio CD

Publisher: Your Coach In A Box; Unabridged edition (July 22, 2014)

Language: English

ISBN-10: 1469056488

ISBN-13: 978-1469056487

Product Dimensions: 5.8 x 0.8 x 5.2 inches

Shipping Weight: 3.2 ounces

Average Customer Review: 4.6 out of 5 stars 161 customer reviews

Best Sellers Rank: #1,175,815 in Books (See Top 100 in Books) #73 in Books > Books on CD > Business > Sales #323 in Books > Books on CD > Business > Management #781 in Books > Books on CD > Business > General

## Customer Reviews

With his 300-odd video and audio courses (sales at one mil.), and 30 books, Tracy has built a strong motivational sales and marketing brand. This latest installment shapes pop psychological constructs to fit Tracy's existing paradigms: "Your subconscious does not think or decide. It merely obeys your mental commands." Tell that to Dr. Freud, one might retort, but the point here is not fidelity to psychology theory, but efficacy in getting readers to change the way they bring themselves to a sale. Visualization techniques, concrete sales advice and motivational pep talks make up chapters like "The Inner Game of Selling" and "The Power of Suggestion." The "Getting More Appointments" chapter recapitulates sound but Willy Lohman-esque advice like "Sidestep the Excuse" or "Don't Be Put Off

One of the world's most widely known business speakers and a leading authority on the development of human potential and personal effectiveness, Brian Tracy addresses more than

250,000 people each year in corporations large and small, all over the world, on the subjects of strategy, management, personnel selection, hiring, firing, and motivating people. He has worked in 22 different businesses, often starting at the bottom and moving up to the executive suite. He is the founder of Brian Tracy International and is the author of numerous bestselling books and has produced more than 300 audio and video programs.

Years ago, I listened to this classic from master salesman, Brian Tracy, on both cassette and CD. (Yikes!) But what I learned about the game of in-person selling changed my sales career in many ways. For example, after I read the book, I realized how I was spending too much windshield time in the car, bouncing from call to call. Once I started clustering my calls, I gained back days of my time. A must-read for anyone starting, or wanting to do better, in person-to-person selling. Heidi Thorne, author of *Business Competitive Advantage: A Handbook for Small Business Owners, Entrepreneurs and Consultants*

The Psychology of Selling is a superb, practical, easy-to-read return to the fundamentals of professional salesmanship for novices, journeymen and seasoned, top-performing sales people. More than common sense placed into form, it serves as an instructional blueprint -- or as a road map -- to establish, build, grow and maintain a successful sales career. Chapter-by-chapter, Brian Tracy leads the reader through a step-by-step process to grow from "good" to "great" in the highly competitive business of sales. I would recommend this excellent read to anyone and everyone who is engaged in what I consider to be a very high calling -- professional sales. It is an instructional, motivating, encouraging, challenging and memorable treatment of "Best Practices" for those who aspire to "greatness" among the ranks of the very best, most proficient sales leaders in business.

I love this book! It's succinct. It clearly explains exactly what to do without getting sidetracked on tons of examples. The advice I have found in this book has changed my life. It is rare that I find a book that I want to continue to take notes on every single day. I also like that the audio book has great sound quality and doesn't sound monotone or boring. It's quite enjoyable to listen to.

One of the best I've read. Absolutely critical that we pay attention to self esteem first otherwise we run the risk of running into the dreaded fear of failure and fear of rejection.

Two years ago I was approached by a Mary Kay Cosmetics Independent Sales Director to start my

own Mary Kay business. Ever since that time I have been working my business. I realized in order for me to be profitable I had to learn the process of selling. I have to admit it hasn't been easy. And many times I let my own insecurities get in the way. The great thing about Mary Kay is it is set up where we have weekly training. My area meets 3 days a week. What prompted me to buy this book was reading an interview by Objectivist Don Watkins. Mr. Tracy's story was enough for me to purchase his book. There is definitely a psychological component to being a successful salesman. Two items Mr. Tracy aptly demonstrates that I believe are important are: 1) goal setting in your businesses is crucial to success. And 2) don't try to focus on getting the sale. Cultivating the relationship is extremely important. Whether you sell Mary Kay, Avon, Amway or doggie legwarmers, this book is a definite must have.

I am a technical guy - an engineer transitioning into sales type work. I purchase these books with lots of hesitation, as I like content and not motivational fluff. That said, this book is great. Brian Tracy offers hands-on tools to help you act according to self-image and goals. Yes, lots of this information has been heard before (i.e. increase your self image, focus on goals...etc) and many of the examples are very anecdotal ("this one guy did x and became y"). But that doesn't discount the authentic value and simplistic presentation of the approach.

A must read for anyone in sales or interested in sales.

Wonderful transaction and great product.

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