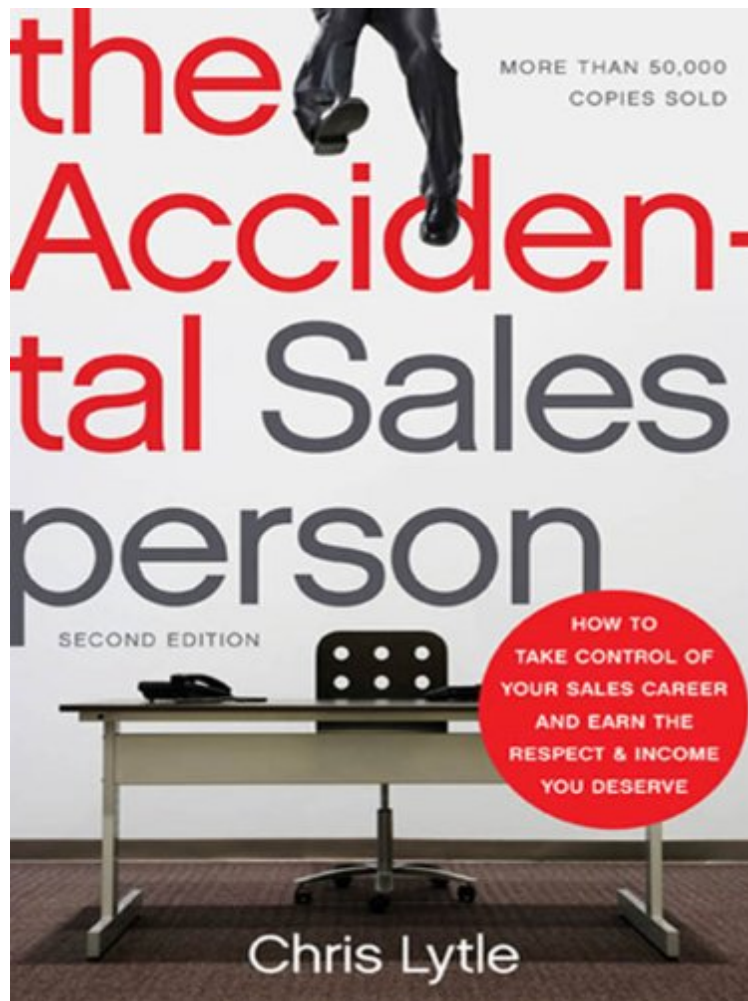


[PDF] The Accidental Salesperson: How to Take Control of Your Sales Career and Earn the Respect and Income You Deserve

The Accidental Salesperson: How to Take Control of Your Sales Career and Earn the Respect and Income You Deserve

Chris Lytle

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Chris Lytle : The Accidental Salesperson: How to Take Control of Your Sales Career and Earn the Respect and Income You Deserve before purchasing it in order to gage whether or not it would be worth my time, and all praised The Accidental Salesperson: How to Take Control of Your Sales Career and Earn the Respect and Income You Deserve:

7 of 7 people found the following review helpful. This time it wasn't an accident...By TNTMillWhen I bought the paper version of the Accidental Salesperson 6-7 years ago, I bought it along with several other books I was giving as a gift to a friend in the hospital. It was after I'd delivered the gift that I discovered the Accidental Salesperson had fallen out of the bag and was in my back seat. Rather than return it, or try to deliver it with the other books, I decided to give it a read. What an amazing discovery and fortunate accident for me!I have read and re-read the paper version at least a

dozen times and gain something new each and every time. I've used it to help run sales teams of various sizes and various industries and can honestly say it's my favorite book of all time. I didn't realize it was available on Kindle until recently or I would have purchased it sooner. I'm 50% of the way through the e-version and while the new content hasn't been earth shattering just yet, it's good to review the material without previous highlights and markings. As I mentioned earlier, even though I've read and re-read the material many times, I get something new from each read. I recommend the *Accidental Salesperson* to anyone that deals with customers or prospects and wants to further their career and better their lot in life. 4 of 4 people found the following review helpful. **Worth Buying Twice** By Phil Bernstein I read the original version of this book more than a decade ago. It was early in my media sales career, and I learned an enormous amount. When the new edition came out, I took it out of the library -- being a cheapskate, I didn't feel like paying for it a second time. Two chapters in, I returned the library copy and bought my own. I wanted to read it and highlight the hell out of it. For example, this: "If you work on straight commission, you prospect for free. You do a customer needs analysis for free. You do the research for free. Then you write the proposal for free... At least you don't have to pay to make your presentation to the prospect. What if you did have to pay to make your presentation? You obviously would put more time and thought into it. You probably would even rehearse it a few times..." I've gone from being a salesperson to a combination salesperson/sales trainer role, and I have read that passage repeatedly to groups of sellers. It gets through. If you're a salesperson, or a sales manager, or a sales trainer, read this book. 1 of 1 people found the following review helpful. **Solid Ideas and Strategy, But Too Long** By Joel MI read this book with my inside sales team. There is a ton of really solid stories, methodologies, and things that will really make you think about yourself, and what sales should look like. Chapter 6 was where things really started getting kicking. The book is essentially saying that we are perennially undertrained in sales, both from a skills perspective, but also in knowing what exactly this type job is supposed to be accomplishing. Unlike finance, business, trade skills etc., there are no college classes or degrees for sales, yet it's an area where a ton of money is to be had. Because of the lack of an obvious start to sales, as the title describes, most people (including myself) happen upon sales careers, and didn't really wake up one day saying, "I'm going to be a sales person." As a result, people take the little training they get, and sometimes it is sufficient to be competent, and go out and try to sell to people. However, because people are used to being sold to, and sales people who may even be skilled, it is very hard to be differentiated between other competing sales people by your customers. The majority of the book isn't just going into particular tactics, but more importantly describes why do the things you should do, and how to look different than other sales people. This all comes down to a repeatable process. If you are winging it every time, it is impossible to really determine what works in your industry, and what doesn't. If you can define a process, and stick to it, you can find the things that work, and change what doesn't. If you can do this in a way that shows competency, and knowledge about your customers, then you can very quickly distance your peers not just because of your savvy tongue, but because of how you do your business. I give it four stars because there are several "filler" chapters, and I feel like the book could have gotten done what it did in a dozen+ chapters, in maybe 8. Towards the end I felt like it was a lot more fluff most the time, with a key lesson here and there. I felt diminishing returns got to the point where I wasn't excited to read the end nearly as much as when I was early on, which means I was much more likely to miss out on some golden nuggets.

Not all salespeople plan on a career in sales. Often, sales chooses them and suddenly they find themselves in a profession they aren't fully prepared for. *The Accidental Salesperson* is the answer, providing the advice and inspiration they need to master the essentials and hit the ground running. Fully updated to reflect the changes in the marketplace, the second edition provides a much-needed roadmap anyone can use to excel in sales. Filled with money-generating strategies, humorous yet instructive anecdotes, thought-provoking axioms, and powerful tools, the book includes brand new guidance on: Selling to people who don't have time to meet over; Differentiating between information seekers and genuine prospects over; Using social media, Skype, GoToMeeting, WebEx, and other online tools over; Building relationships competitors can't steal. Lively, entertaining, and mercifully free of the dull theories, manipulative methods, and high-pressure tactics of most sales books, the second edition of *The Accidental Salesperson* guides readers through every aspect of selling to today's customers.

"Kick off your career growth effort by reading the new edition of *The Accidental Salesperson*, lively, entertaining and covers new tools." --Joyce Lain Kennedy, Tribune Media Services "The process that he teaches is extremely flexible and allows for lots of customization... combination of flexibility and specific examples makes this book a powerful tool for salespeople." --About.com/Sales From the Back Cover *The Accidental Salesperson*, 2nd ed; paperback jacket copy Advance Praise for *The Accidental Salesperson*: "If you only read one book about sales this year, make *The Accidental Salesperson* your choice!" --Jeff Sleete, Corporate Director of Marketing (Sales), Sinclair Broadcast Group "Anyone, not just sales professionals, can benefit from reading *The Accidental Salesperson*. This is a must-read for my team at Morgan Stanley, and select clients will be receiving it as a gift." --Michael D. Patterson, Senior Vice President; Wealth Management, Financial Advisor Have you chosen a career in sales? Or has it chosen you? Never fear if you didn't plan on your sales role; the fact

is, most people who sell got into sales "accidentally". A classic guide that shows you how to master the essentials and hit the ground running, *The Accidental Salesperson* provides a lively, entertaining boost of inspiration, giving you immediately usable, repeatable processes for: Generating leads and inquiries; Getting your first face-to-face meeting or telephone meeting with a prospect; Weeding out prospects from information seekers; Keeping the sale open long enough to get it closed; Writing and making proposals; Confirming the sale; Following up and growing the relationship Fully updated to account for the changes in the marketplace since the book's original publication, the second edition helps you contend with buyers who now have access to an unprecedented amount of information on the Internet; sell to committees rather than to a single decision maker; and use social media, Skype, GoToMeeting, WebEx, and other online tools. The book contains new features, such as The Proposal Producer, which helps you transform data into client-focused proposals, and a Platinum Service Checklist, enabling you to follow up each sale with a systematic series of "touches" designed to help you build relationships your competitors can't steal. Whether you're a young professional who's just discovered the best jobs are sales jobs or a veteran sales pro in need of a booster shot to take you to the next level, *The Accidental Salesperson* gives you the money-generating strategies you need to master every step of the selling process and sell successfully to today's customers. CHRIS LYTLE is the President of Sparque, Inc. An acclaimed leader in sales training, he has conducted more than 2,100 seminars worldwide and is the author of *The Accidental Sales Manager*. He lives in Chicago, Illinois. Visit Chris's website, theaccidentalsalesperson2012.com About the Author CHRIS LYTLE is the president of Sparque, Inc. An acclaimed leader in sales training, he has conducted more than 2,100 seminars worldwide. He is the author of *The Accidental Sales Manager*.