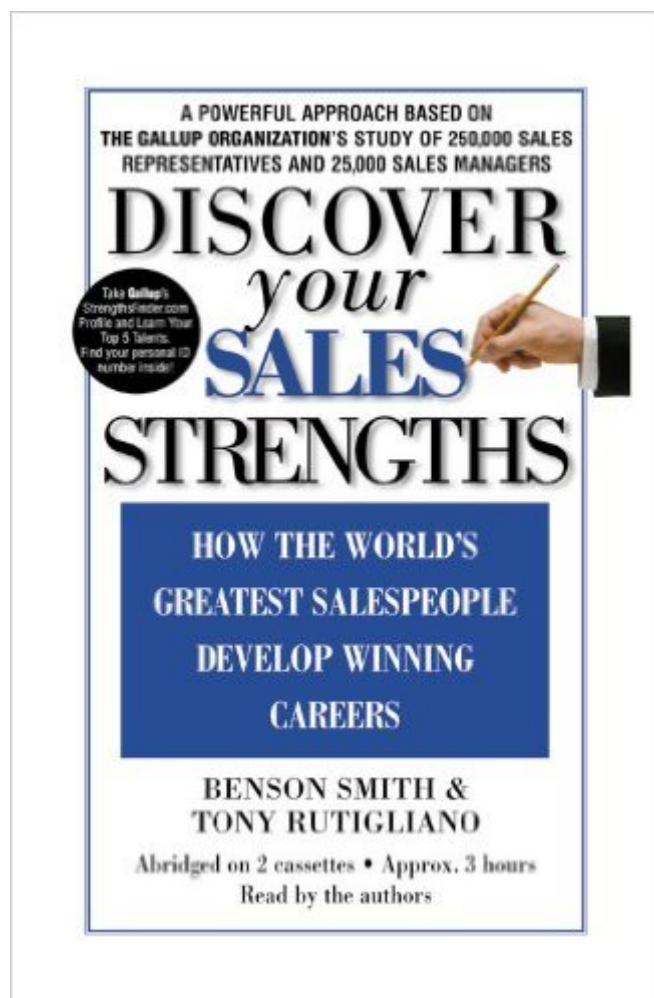


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# Discover Your Sales Strengths: How The World's Greatest Salespeople Develop Winning Careers



## Synopsis

Based on 40 years of research by the Gallup Organization, this innovative program focuses on utilizing individual strengths to develop successful sales skills. DISCOVER YOUR SALES STRENGTHS is an amazing program built upon the concept that every person already has all the tools necessary to become an amazing salesperson. Grounded in extensive Gallup research based on hundreds of thousands of interviews with sales managers, salespeople, and consumers, the program teaches individuals to focus on personal strengths and talents, and then guides them to transform those assets into solid sales skills-and powerful, successful careers.

## Book Information

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## Customer Reviews

Bar none, this is the best book you will ever read about the art of selling. Moreover, this book will change the way you think about hiring, training, managing and motivating anyone who is responsible for bringing new customers to your organization and keeping those customers engaged. See if you can answer this question from the book correctly: What do the top sales and marketing professionals have in common? a. Experience and background b. Education and training c. Great presentation skills d. Aggressive close e. None of the above If you guessed "e", you are correct. According to Gallup's extensive research spanning 30 years and interviews with 250,000 sales people, over 1 million customers and 25,000 sales managers, this is what the top sales people have in common: \* They were in the type of sales job where they were able to use their top talents every day \* They developed their own unique selling style based on their top talents \* They had a productive relationship with their manager. Since the top 25 % of the sales force accounts for

57% of the sales revenue in most organizations, the more sales people get to use their top talents, the more likely they are to build a sustainable and profitable customer base. So, how do you discover your individual strengths and talents? One of the unique features of this book is that you go to an Internet site and take an assessment that will immediately tell you what your top five strengths are. What I found intriguing is that these strengths are much more practical than the strengths I have seen in any other kind of assessment instruments. You can then use the book to determine how to put these strengths to work for you so they become true talents.

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