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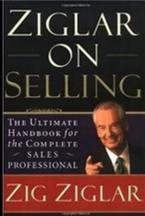


# Zig

The Autobiography of Zig Ziglar

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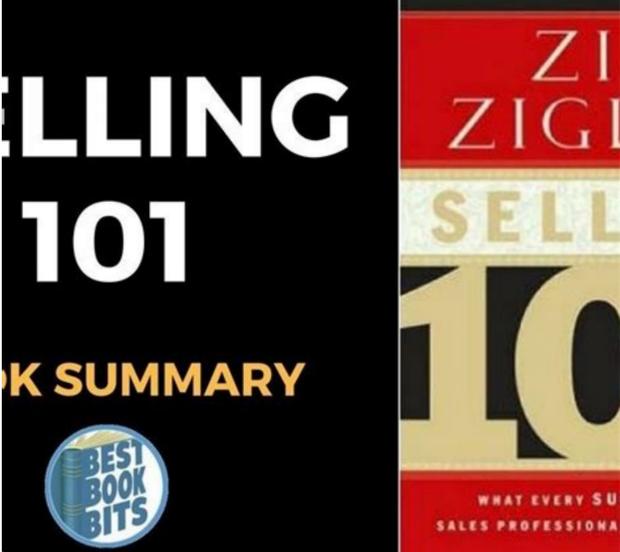


# THE BORN TO WIN SEMINAR



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Read the world's #1 book summary of Selling 101 by Zig Ziglar here. Read a brief 1-Page Summary or watch video summaries curated by our expert team. Zig Ziglar is encouraging you to quit selling—if you can. You can do this by using the “center of influence” technique, which means asking someone who believes in you for contacts. Note: this book guide is not affiliated with or endorsed by the publisher or author, and we always encourage you to purchase and read the full book. We’ve scoured the Internet for the very best videos on Selling 101, from high-quality videos summaries to interviews or commentary by Zig Ziglar. Why Do You Want to Sell? Salespeople are often treated poorly and have to deal with rejection. p. The skills required to build a successful sales career include trustworthiness, dependability, and the ... As a world-renowned author and speaker, Zig had an appeal that transcended barriers of age, culture, and occupation. He smilingly said, Well, why not? They are subjected to feelings of frustration, paranoia, anxiety, nervousness, discouragement and self-doubt. Many years later Galileo came along and said that simply was not true. Then, record the contact information on a card and ask the referrer to help prioritize it. You can find prospects in various places. The second underlying and overlying message in Selling 101 is the importance of integrity in building a sales career. Dress professionally even though the person you’re calling can’t see you. Important Skills for Today’s Sales Professional 3. To get started, learn as much about your industry and the competition as you can. 2. Selling with integrity is the only way you can build a long-term career with the same company selling the same product to the same people—which brings sales stability and financial security. People will, on occasion, even slam doors in your face. Those last three words are the most important words you can face at this point in your sales career: if you can. You will make an amazing discovery, namely, that when people asked Christ a question He either responded with a question or a parable—both of which are tools for persuasion. I encourage you to go to a good bookstore, buy a red-letter edition of the Bible (because the words of Christ are printed in red), and read. Yes, you read it properly. Let me encourage you to leave the sales profession if you can. My good friend Walter Halley is one of the most successful men in the world. From 1970 until 2010, he traveled over five million miles across the world delivering powerful life improvement messages, cultivating the energy of change. 1. SELLING 101 WHAT EVERY SUCCESSFUL SALES PROFESSIONAL NEEDS TO KNOW ZIG ZIGLAR 9780785264811 ePDF 0002 001 Copyright © 2003 by The Zig Ziglar Corporation Portions of this book were previously published in Ziglar on Selling: The Ultimate Handbook for the Complete Sales Professional. Some people think you should avoid trying to sell your product or service to friends and family members because they might see you as pushy or greedy, but if you truly believe in what you’re selling then don’t be afraid to share it with those closest to you. One way to get referrals is to have a trusted friend introduce you by phone or note to someone who might be interested in your product. Zig Ziglar was a committed family man, dedicated patriot, and an active church member. Asking the right question and listening to the answer is a great relationship builder, which is important to the persuasion process. Salespeople who are successful at selling their products are always looking for prospects. They will hang up on you for no obvious reason. A large portion of Selling 101 is devoted to asking questions, with emphasis on listening for the answers. However, the positives of being a salesperson outweigh the negatives for some people. He is the founder and president of the Zig Ziglar Corporation. Author - Zig Ziglar Book Highlights: Selling 101 is an absolute must-read for people working in sales or willing to start with it! This book is going to be very beneficial for the freshers as it contains all the necessary sales education from the beginners level. He has motivated the sales forces of several multinational corporations as well as the thousands of individuals who have attended his seminars. cm. Sell by Design, Not by Chance 6. II. If you don’t have a regular schedule, then you won’t be able to make your own appointments with prospects. Selling to People’s Problems—Need Solution 10. To succeed in the long-term, today’s sales professional must be honest, embody integrity and behave ethically. Finding Someone Willing to Buy 4. To succeed in the long-term, today’s sales professionals should be honest and trustworthy. Start building your reputation of integrity today and I will See You Over The Top! 9780785264811 ePDF 0008 0011 YOU MADE THE RIGHT CHOICE Attitude is always a player on your team. Ask them questions that will help you figure out what they need so that you can offer a solution. Conquering “Call Reluctance” Making sales calls can be difficult. You control your own destiny. Now, with fear and guilt removed, you have the freedom to be the person God created you to be. Many years ago Aristotle said that if you took two weights of the same material, the one that was the larger of the two would fall faster. Written permission must be secured from the publisher to use or reproduce any part of this book, except for brief quotations in critical reviews or articles. This is a huge responsibility, but it offers a tremendous opportunity. I. They should also possess good communication skills and be able to listen well. Prospecting for Gold The first step in making a sale is finding a prospect. A salesperson without integrity is inclined to overstate the benefits and persuade people to buy overpriced products they neither need nor really want. Those who get into sales because they might make a little more money or might even help other people are short-termers. Your family (and even you) will question your sanity. Recognized by his peers as the quintessential motivational genius of our times, Zig Ziglar’s unique delivery style and powerful messages earned him many honors, and today he is still considered one of the most versatile authorities on the science of human potential. Mr. Ziglar wrote over thirty celebrated books on personal growth, leadership, sales, faith, family and success, including Born to Win. See You at the Top, Developing the Qualities of Success, Raising Positive Kids in a Negative World, Top Performance, Courtship After Marriage, Over The Top, and Secrets of Closing the Sale. Many people are reluctant to make them, and often it’s because they don’t know as much about the product or service that they’re selling as their prospect does. Conducting the Comfortable Interview 8. Copyright © 1991 by The Zig Ziglar Corporation. He is also the author of the following books: Secrets of Closing the Sale, Success and the Self-Image, and 5 Steps to Successful Selling. Read trade publications, study trends, gather information and show prospects how to use your product or service. The reason is that for the right person, the upside of selling far outweighs the negatives. Dealing Effectively with Call Reluctance 5. You should also focus on the person who is receiving your call rather than focusing on a sale, which will help with overcoming any reluctance to making sales calls. When making phone calls, set objectives before dialing. He faced frustration, anxiety, closed doors, low sales, nervous stomach, and virtually every other symptom associated with an individual who is uncertain how he is going to survive in the sales world. Make your calls when people are fresh in the morning and ready to listen. The ABC’s of Closing Sales—Need Satisfaction 11. Walter is a salesman par excellence (that means he’s goood!) and a winner who has spent his life helping others win. So why would anyone want to pursue a career in sales? Prepare yourself for these calls and stay motivated throughout them. The first step to overcoming call reluctance is to set a regular schedule for yourself and stick to it. 7 Sales professionals are treated offensively now and then, and they experience rejection - not once, but numerous times. Every salesperson must possess certain skills regardless of what he or she is selling. ISBN 0-7852-6481-7 (hardcover) 1. Nothing compares to making a sale while also helping others through the product or service you offer. All rights reserved. So, you should realize that you have a lot of expertise in your field and no one knows more about what you’re offering than you do. About Zig Ziglar Zig Ziglar is an American motivational speaker and author. Nine titles have been on the best seller lists; his books and audios have been translated into over thirty-eight languages and dialects. This is a huge responsibility but it also offers tremendous opportunity because you control your destiny by realizing your dreams through selling products or services that help others in need of what they offer. Salespeople must have certain skills regardless of what they’re selling. Here’s why: He had convinced the students he was right, but he had not persuaded them. Answer: You don’t persuade by telling, you persuade by asking. Selling 101 / Zig Ziglar. Success in business. Title: Selling one hundred one. Closing More Sales More Often 12. When his opinion was challenged by the students, he went to the top of the Leaning Tower of Pisa, dropped two weights dramatically different in size but of the same material, and they hit the ground at precisely the same time. Questions Are the Answer—Need Analysis 7. For years this was taught at the University of Pisa. Includes bibliographical references. You can get them from the book Contacts Influential: Commerce and Industry Directory, newspapers, trade publications, online sources like Dun & Bradstreet and your local Chamber of Commerce. I say this because we are trained to persuade. Ziglar draws from his own selling experiences to show you how to: work smarter and not harder in your sales career, move beyond customer service to customer satisfaction, recognize the need and how your product or service can fill it, sell by design and not chance, close more sales more often, gain control of your time and life, refine your skills as a skilled persuader, and overcome call averseness and sales resistance. The best way to find them is by genuinely interested in people, and not pushy about it. As a salesperson, you are your own boss no matter what company employs you or which supervisor checks your call sheets. As a matter Title. Those of you who read the Bible know (and whether you are a believer or not most people respect the fact) that Christ was a powerful persuader. With integrity you have nothing to fear because you have nothing to hide. Salespeople, or “professional persuaders,” are in the problem-solving business, which is tremendously gratifying. Laurel Cutter, Vice Chairman of FCB Leber Katz Partners, says: Values determine behavior; behavior determines reputation; reputation determines advantages. With integrity you do the right thing—that eliminates any guilt. As a salesperson you’re your own boss even if you work for someone else or have another supervisor check your call sheets. Gaining Control of Your Time and Your Life About the Author IS THIS BOOK FOR YOU? They need a step-by-step process they can use over and over again. Published in Nashville, Tennessee, by Thomas Nelson, Inc. The question in the world of sales is: How do you persuade? Zig Ziglar is a legend in sales and it is highly recommended to go through his masterpiece if you want to achieve success in the field of sales. I noticed this questioning characteristic in him, and I asked him one time why he always answered a question with a question. You Made the Right Choice 2. Welcome to Selling 101! I would like to begin in a somewhat unusual manner. A prospect is an individual or group that can make the decision on the product being sold. ARE YOU IN? Realizing your dreams is within your power. Selling. Summary of the Book This book is essential for every aspiring sales professional who wants to know the best trade secrets to be the best. As humorist and speaker Dr. Charles Jarvis says, Just because you’re paranoid doesn’t mean they’re not out to get you! Yes, paranoia can be a side effect of the sales profession. My best friend (he’s really more a brother) for the last thirty-seven years is of the Jewish faith and is from Winnipeg, Canada. Library of Congress Cataloging-in-Publication Data Ziglar, Zig. This is the Hindi version of the book Selling 101, written by the bestselling motivational author, Zig Ziglar. Salespeople who are not directly supervised often fail because they do not commit themselves to a fixed schedule of making calls every day or week. The Four Steps Today’s salespeople need a plan to follow in order to be successful. Making the Lights Go On—Need Awareness 9. The 101 easy-to-follow and practical tips included in this book explain how you can persuade people more effectively and ethically. They experience feelings such as frustration, anxiety, nervousness, discouragement and self-doubt. Despite Walter’s success, he had a rocky start in the world of selling. Some will avoid you at social gatherings. The author of this book teaches the four steps he uses for his own sales: Selling 101 Book Summary, by Zig Ziglar The late Zig Ziglar was a motivational speaker, teacher and trainer who traveled the world over delivering his messages of humor, hope, and encouragement. After completing the book, you shall be able to master the basics of how to persuade more people more effectively, more ethically, and more often. HF5438.Z5 .Z542 2003 658.85—dc21 2002151311 Printed in the United States of America 03 04 05 06 07 WOZ 5 4 3 2 1 CONTENTS Is This Book for You? You need to get into selling because your heart and your head won’t allow you to do anything else! In sales, you will be treated rudely. Want to learn the ideas in Selling 101 better than ever? Galileo had proved his point, but interestingly enough, at the University of Pisa they kept teaching that the heavier weight would fall faster. Beyond Customer Service to Customer Satisfaction 13.

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