



You're Working Too Hard To Make the Sale!: More than 100 Insider Tools to Sell Faster and Easier!

Bill Brooks, Tom Travisano, William T. Brooks

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Every salesperson must "make the sale"-but chatting, networking, even listening to a customer's "needs" will only get them so far. What really spells success in sales is the salesperson's ability to determine the customer's true "wants"-and appeal to those wants directly. Armed with feedback from hundreds of decision-makers, buyers, and end-users at various corporations, authors Brooks and Travisano show how customers almost always make a partly emotional buying decision and demonstrate how to: identify the "hidden buying motivation" defined by a customer's wants; use words, phrases, and techniques that work most effectively to uncover customers wants; create a perception in the customer's mind that is favorable-instead of relying on facts and stats.

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