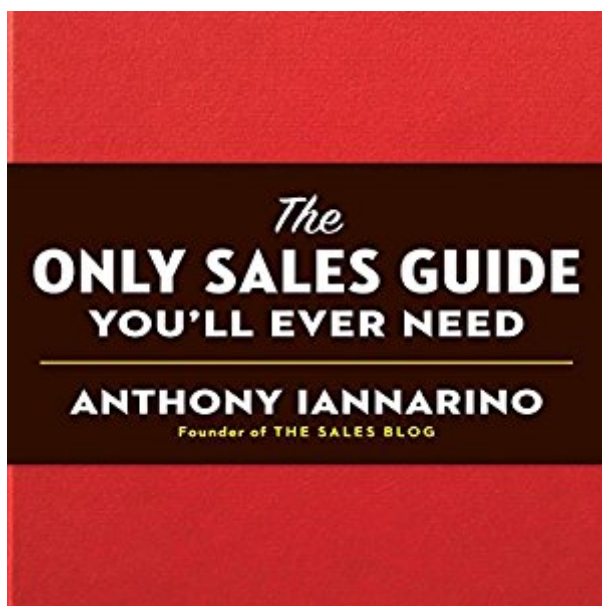


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# The Only Sales Guide You'll Ever Need



## Synopsis

"Contrary to what most underperformers claim, sales success is not situational. It's not about the market, the product, the company, or the competition. No, it's all about the seller - the individual." - from the Foreword. Anthony Iannarino never set out to become a salesman, let alone a sales manager, speaker, coach, or writer of the most prominent blog about the art and science of great selling. He fell into his profession by accident, as a day job while pursuing rock-and-roll stardom. Once he realized he'd never become the next Mick Jagger, Iannarino turned his focus to a question that's been debated for at least a century: Why are a small number of salespeople in any field hugely successful, while the rest are stuck with mediocre results at best? Since then, and for over 25 years, he has read hundreds of books, tested countless strategies, and interviewed dozens of the best salespeople to figure out what sets the extraordinary ones apart from the rest. Now he's boiled down everything he's learned and tested into one convenient audiobook, packed with useful material for everyone from raw rookies to tested veterans. He focuses on the building blocks that all successful sellers, regardless of industry or organization, share: a mind-set of powerful beliefs and a skill-set of key actions. He explores 19 essential traits and skills that nearly all great salespeople have, including: Self-discipline: How to keep your commitments to yourself and others. Accountability: How to own the outcomes you sell. Competitiveness: How to embrace competition rather than let it intimidate you. Resourcefulness: How to blend your imagination, experience, and knowledge into unique solutions. Storytelling: How to create deeper relationships by presenting a story in which the client is the hero and you're their guide. Diagnosing: How to look below the surface to figure out someone else's real challenges and needs. Once you learn Iannarino's core strategies, picking up the specific tactics for your product and customers will be that much easier. Whether you sell to big companies, small companies, or individual consumers, this is the book you'll turn to again and again for proven wisdom, strategies, and tips that really work.

## Book Information

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## Customer Reviews

As someone who has edited and published a few books for different authors and also as someone who has read dozens and dozens of books on the topic of sales, I have to say, this book was a HUGE surprise! I've been a periodic reader of Anthony's blog and watched a few of the interviews he did with Selling Power magazine and as such, I thought I had him pegged. I thought I knew what I was in for with his book. But I was wrong. Holy crap! Anthony's book is freakin incredible! I'm truly blown away at how beautifully and brilliantly it's structured. I went into it thinking there wasn't really much new to be said about sales and was frankly expecting more of a creative repackaging of familiar concepts and strategies. Wrong again. I was delightfully surprised at how many times I was surprised to be caught off guard by a truly fresh and inspired perspective or nugget of wisdom. But what I think I was least prepared for was the absolute mastery he conveys in terms of his framework and vocabulary. Each step, each word, is so clearly used with such deliberate intent. It's abundantly clear that he has spent a ridiculous amount of time fine-tuning these components, or elements as they're referred to in the book, over the years! He knows exactly how each one builds off of and depends on the another. He conveys the sequence of development with unwavering confidence and they never feel forced or fluffed. He doesn't just make clever connections. He makes bold, authoritative declarations of how things absolutely do work - not theories or philosophies of what might be true. And I'm telling you, it's 100% credible and believable. Anthony's style of writing in this book is so clean, tidy, stripped down, and packed with power. I know what an almost unimaginable amount of work, editing, and rewriting it takes to get a manuscript to this level. So HUGE congrats to Anthony for having the humility and patience to be open to and accept what was no doubt an insane amount of feedback and critiquing. So...I'm going out on a limb here. I'm going to say that due to the level of truly expert craftsmanship, fresh insight, and succinct power contained in this book, I'm giving it the label of...THE best sales book I've ever read. I thought long and hard before making such a declaration. But

it's one I full-heartedly stand by. I really do believe it's just that good. Anthony, I'm SO glad you've written this book and truckloads of kudos to you for doing such a fabulous job of pulling it all together! Now as a little bonus at the end of my review, I mentioned how clearly and concisely Anthony writes, right? Well to help illustrate that, I'm going to share with you my Top 40 favorite quotes from the book. And each one is concise enough to fit in a tweet--140 characters or less and should give you a quick, yet comprehensive sense of the lessons contained in this book. Here they are, starting at number 40 and counting down to my favorite:

40 - Your contacts may not remember anything from your slide deck, but they will remember your stories.

39 - To succeed in sales, you must develop the necessary relationships before you need them.

38 - Self-discipline is essential to sales success. Your good intentions are worthless unless they are coupled with disciplined action.

37 - In sales, nurturing can be defined as "creating value before you claim any."

36 - Great negotiating is not about winning; it's about creating agreement despite conflicting needs.

35 - What concerned your parents should now concern you because the people you spend time with can build you up or pull you down.

34 - Put prospecting first. You can't cram prospecting. It must be a daily discipline. Block out time every day for this activity.

33 - Prospecting is a campaign, not an event. It's a series of "touches" that lead to a conversation and an opportunity to meet.

32 - Respect your competitors and believe they are every bit as good as you are.

31 - The antidote to complacency is initiative. Initiative is irrefutable evidence that you care about your customers.

30 - There is no way to rush relationships, and there is no way to rush trust.

29 - Stories are compelling. They move ideas out of the realm of the theoretical and into the real world.

28 - If you call to ask your prospective client "if anything has changed," you will immediately identify yourself as a time waster.

27 - In sales, you must continually open new relationships. Remember, no opportunity is ever closed that hasn't first been opened.

26 - If you don't tackle problems quickly and directly, you'll be replaced as surely as you replaced the salesperson before you.

25 - Your job is to create and sell a compelling case for change and then manage and lead that change.

24 - Self-discipline is the fundamental attribute of all successful people. It allows them to take action even when they don't want to.

23 - Failure is simply an event. It doesn't define you or your future.

22 - If you want to ruin your career in sales, just start saying, "It can't be done."

21 - When you hold yourself to a higher standard than anyone else can imagine, you always soar above the mark that others have set for you.

20 - Choose to be a leader. Take responsibility for producing results, for

helping your clients create the outcomes you sold them.19 - If you can't devise a win-win agreement, you must walk away. This is the price of being a professional, of being a trusted adviser.18 - Eliminate distractions. When it's time for you to do your prospecting, turn off your e-mail, the Internet, and your smartphone. Focus.17 - It is 100 percent your responsibility to grow, to develop yourself both personally and professionally.16 - A "no" is not failure. It's information.15 - Being grateful is one of the most empowering choices you can make.14 - Sales is all about gaining commitments from your prospects. But the most important commitments are those you make to yourself.13 - Don't wait. Initiate. Set yourself in motion and seize the initiative. Be productive, engaged, and innovate.12 - When you know you are doing the right thing, the outcome of the sale matters less.11 - Most people don't fail because they can't do something. They fail because they aren't willing to do what it takes to succeed.10 - Reframe setbacks and obstacles as feedback that helps you make adjustments. Then try again.9 - In basketball, the game is over when the buzzer sounds. There is no buzzer in sales because the game never ends.8 - The hard-sell closing techniques of the past may be dead, but the need to ask for commitments from the client is not.7 - The ability to think on your feet is no excuse for being unprepared.6 - The more desperate you are to fill your pipeline with opportunities, the more difficult it is to do so.5 - Your clients are not looking for a vendor. They want a partner who will charge into battle and tip the balance in their favor.4 - Small salespeople ask weak questions.3 - Negativity is the only cancer that spreads by contact.2 - It's a simple truth: the more you care about your customer's results, the better your own results will be.1 - Finish this sentence: "I sell \_\_\_\_." If you answered with anything other than "outcomes," you are wrong. And that's it. The title to Anthony's book is about as bold as they come. But it may in fact, be just that. I wholeheartedly recommend picking up your own copy and seeing for yourself whether or not this is indeed, "The Only Sales Guide You'll Ever Need."

Anthony's book pulls no punches. He gets right to it in Part I. If you don't take care of the internal stuff then success in selling will be a constant struggle. We know or are familiar with most, if not all, of the necessary beliefs and behaviors Anthony takes us through in Part I of his book. What he attempts to do is narrow the gap between where we are at with our current beliefs and behaviors, that don't serve us best, and ones that will serve us. When we've done the mind and heart work,

from Part I, Anthony tackles the necessary Skills in Part II. He debunks several sales myths along the way including "cold-calling is dead". He tackles probably the greatest challenge in sales, prospecting, in the beginning of Part II. The TOSG (The Only Sales Guide) private mastermind group, based on the book, by invitation only has been rock solid and a blast. Study this book. Mark it! Make notes and most importantly use it. I have it in print, Kindle, and Audio. I recently purchased the book for my son.

Short Version - Buy this book NOW if you are experiencing any of the following:- A sense of having no control over your sales activity- Losing clients that you thought were "in the bag" because you and your firm were "doing good work"- Frustration that "prospects" on your list are calling other firms for bids, but not yours- An unpredictable and empty pipeline that leaves you feeling desperate and panicked. There are no easy fixes here, but there are simple, concrete, and absolutely spot-on strategies that *will* increase the success of your sales efforts. Long Version: I have owned several businesses over the last 20 years. During that time, the push-me/pull-you of selling vs. producing work for clients has been a constant source of frustration, learning, and challenge. While there are many terrific books on mindset, selling techniques, and strategies, "The Only Sales Guide You'll Ever Need" has the combination of no-nonsense "tough love" and immediately doable action steps that should set up any business owner/chief relationship builder for success. The first part of the book deals mostly with issues of mindset and, dare I say it, character. Other reviewers have done an excellent job of outlining the content of the book, so I won't repeat that here. Perhaps the most important takeaway though is that selling is about building *real* relationships with your clients. We give lip service to "networking" and "relationship selling", but it is very rare to find sales professionals who truly build on and value their relationships with clients and prospects in a way that is genuine and service focused. Iannarino points out rightly that the very foundation of being able to build relationships is being able to keep commitments to yourself and to others. From there, he outlines a wealth of useful attitudes and practices to put in place that have already paid dividends in our own sales efforts. We have re-engaged several existing clients and made confident and valuable pitches to companies that had been "out of our reach" before getting deeper into the discipline of research and value creation he outlines. The second part of the book is a primer on the down and dirty tactics of successful selling - from Cold Calling (which is not "dead" no matter what the "gurus" say) to helping clients initiate and manage change, Iannarino covers each step of the sales life cycle with a series of clear and easy to implement steps. True confession: Cold calling has been the great bane of my ownership existence for every reason that Iannarino describes. My one

disappointment with the book was that I felt that I needed A LOT more input and guidance on the cold calling process -- then lo and behold, it turns out his second book is focused on just that topic. So, no argument there. In short, I've found this book together with Blount's "Fanatical Prospecting" to be fantastic resources in jumpstarting our sales efforts over the past year. I can't recommend this book highly enough.

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