



The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale

By Jeffrey Gitomer

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The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale By Jeffrey Gitomer

A leading authority on sales and customer service reveals how to close the deal on your terms.

This powerful book shows you new perspectives on closing that builds relationships, creates partnerships, and allows you to win your price on your terms.

The Very Little But Very Powerful Book on Closing is a great tool to help you ask effective closing questions, create urgency, and find your winning formula. With this book as your guide, you'll master closing the sale in just five steps.

- Packed with insights grounded in real world experience from the bestselling author of *The Sales Bible* and *The Little Book of Leadership*
- Contains essential advice from the leading authority in sales and customer service
- Teaches you how to ask the right questions to close the sale

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- Sales Rank: #201082 in Books
- Brand: imusti
- Published on: 2015-12-07
- Original language: English
- Number of items: 1
- Dimensions: 7.30" h x .41" w x 5.30" l,
- Binding: Hardcover
- 80 pages

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Editorial Review

From the Inside Flap

Having trouble closing the deal? Stop blaming your prospects for your lack of sales and learn what it takes to close the deal.

In *The Very Little but Very Powerful Book on Closing*, bestselling author and sales expert Jeffrey Gitomer draws on his years of experience to reveal the proven keys to closing sales and advancing your wealth. This foolproof guide will strengthen your ability to build relationships and forge new partnerships. It also teaches you how to overcome resistance, build trust and confidence, and close sales at the best rates.

By following Gitomer's simple instructions, you will discover how to formulate the right closing question for each situation, create an irresistible sense of urgency, and breed sales. There are specific facts pivotal to a successful sale. *The Very Little but Very Powerful Book on Closing* includes five crucial questions to help you uncover these facts without inflicting pressure or chasing away prospects. You will learn how to use the questioning process early and often to maintain a favorable sales atmosphere.

Effective questioning strengthens sales and perceptive listening supercharges them. *The Very Little but Very Powerful Book on Closing* includes essential guidelines that will maximize your listening skills, increase your productivity, reduce errors, gain customer satisfaction, and help you make more sales.

The close of a sale consists of a delicate balance between your words and actions, and the prospect's thoughts and perceptions. This formidable text reveals the six closing strategies and tactics utilized by leading salespeople. The author explains why you don't *close* the sale, you *assume* the sale! The strongest selling strategy in the world is the assumption that you will make every sale you attempt.

Once you master the winning sales techniques outlined in *The Very Little but Very Powerful Book on Closing*, you will be transformed into a salesperson that others envy. You will have the skills to beat the competition at every turn, win new accounts, retain valued clients, and take your sales to the next level.

From the Back Cover

THE AUTHORITATIVE GUIDE TO POWERHOUSE SALES

The Very Little but Very Powerful Book on Closing gives you the inside track to the winning techniques for making the sale at the price you want. Written by Jeffrey Gitomer—the global sales authority and bestselling author—this indispensable resource shows how to overcome customer resistance and includes the low-down on the *right* ways to ask for a sale in order to seal the deal.

Designed to be practical, this invaluable guide is filled with sure-fire tips and compelling examples that illustrate how to ask the five crucial questions that will create a sense of urgency prospects cannot ignore. Once you've mastered the art of asking these essential questions you will get to the heart of the customer's problem or need, very quickly, without the buyer feeling like she is being pushed.

The author shows how to walk the delicate balance between your words and actions, and the prospects thoughts and perceptions. To give you a definite edge, *The Very Little but Very Powerful Book on Closing*

offers fourteen proven guidelines that help you maximize your listening skills, increase your productivity, reduce errors, gain customer satisfaction, and make more sales.

With *The Very Little but Very Powerful Book on Closing* as your guide, you can develop the closing skills and build the confidence necessary to become a sales powerhouse.

About the Author

JEFFREY GITOMER is the global authority on sales and customer loyalty, giving public and corporate seminars, running annual sales meetings, and conducting live and virtual training programs on selling, attitude, trust, customer loyalty, and personal development. Jeffrey gives over 100 presentations a year, and writes a weekly column that reaches more than four million readers and a weekly e-zine with over 350,000 subscribers. He was inducted into the National Speaker Association's Speaker Hall of Fame in 2008.

Users Review

From reader reviews:

Brad Hawkes:

Book is to be different for every grade. Book for children till adult are different content. As you may know that book is very important usually. The book *The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale* seemed to be making you to know about other knowledge and of course you can take more information. It is very advantages for you. The e-book *The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale* is not only giving you considerably more new information but also to get your friend when you truly feel bored. You can spend your own spend time to read your book. Try to make relationship together with the book *The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale*. You never sense lose out for everything in the event you read some books.

Jamey Norton:

Reading a book can be one of a lot of exercise that everyone in the world enjoys. Do you like reading book thus. There are a lot of reasons why people enjoy it. First reading a publication will give you a lot of new details. When you read a publication you will get new information since book is one of numerous ways to share the information or their idea. Second, reading a book will make an individual more imaginative. When you looking at a book especially fiction book the author will bring one to imagine the story how the characters do it anything. Third, you are able to share your knowledge to other individuals. When you read this *The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale*, you may tells your family, friends and also soon about yours reserve. Your knowledge can inspire others, make them reading a publication.

Anita Cannon:

The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale can be one of your beginning books that are good idea. We recommend that

straight away because this e-book has good vocabulary that will increase your knowledge in vocab, easy to understand, bit entertaining but delivering the information. The writer giving his/her effort to set every word into satisfaction arrangement in writing The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale nevertheless doesn't forget the main level, giving the reader the hottest and based confirm resource data that maybe you can be considered one of it. This great information can certainly drawn you into brand new stage of crucial pondering.

Tammie Jackson:

This The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale is brand-new way for you who has interest to look for some information given it relief your hunger of information. Getting deeper you onto it getting knowledge more you know otherwise you who still having small amount of digest in reading this The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale can be the light food for you personally because the information inside that book is easy to get by anyone. These books develop itself in the form that is reachable by anyone, yeah I mean in the e-book form. People who think that in publication form make them feel drowsy even dizzy this book is the answer. So there is not any in reading a reserve especially this one. You can find what you are looking for. It should be here for you actually. So , don't miss the idea! Just read this e-book style for your better life along with knowledge.

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