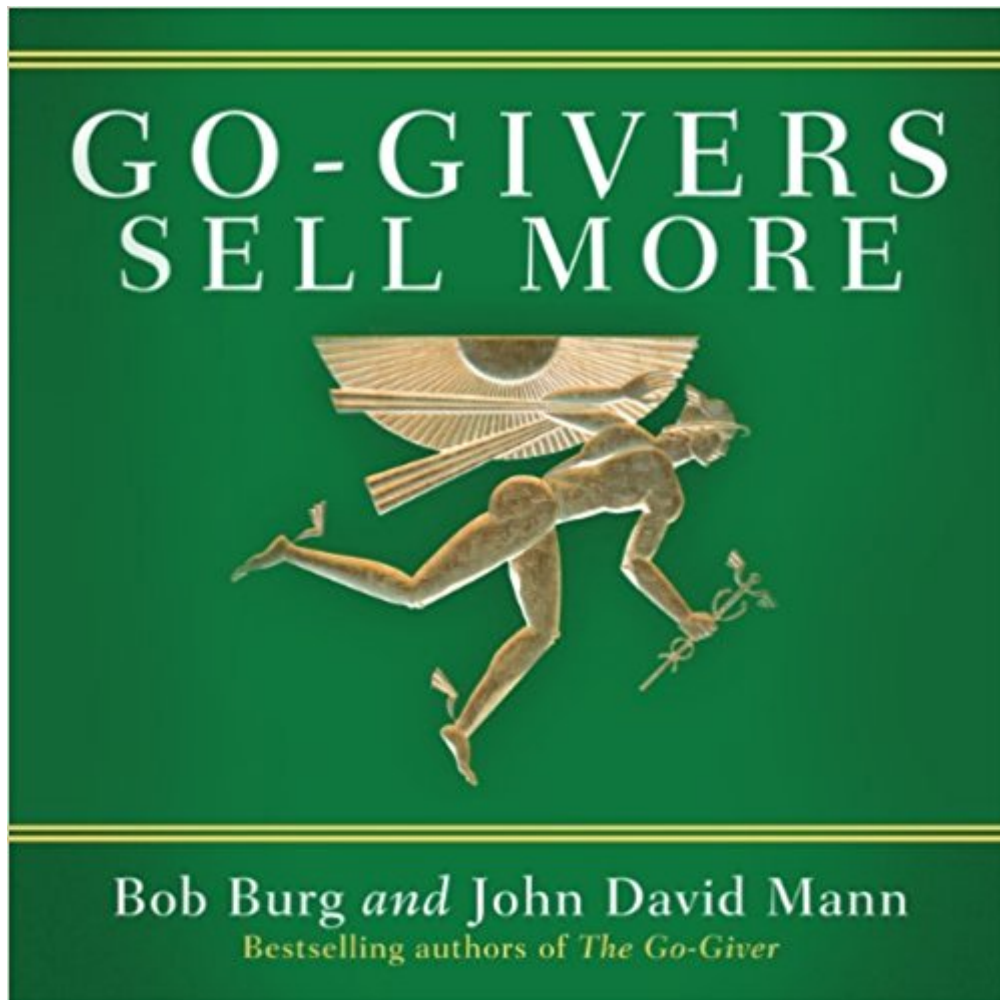




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Go-Givers Sell More (Your Coach In A Box)



Synopsis

from *Go-Givers Sell More*: The great upside-down misconception about sales is that it's an effort to get something from others. The truth is that sales at its best—at its most effective—is precisely the opposite: it is about giving. Giving time, attention, counsel, education, empathy, and value. In fact, the word *sell* comes from the Old English word *sellan*, which means—you guessed it—to give. And curiously, the more you give, the more you receive. Great salespeople are not great because they have mastered "the close," or because they give a dazzling presentation, or because they can shoot holes in any customer objection from fifty paces. Genuinely great salespeople create a vast and spreading sphere of good will wherever they go. They enrich, enhance and add value to people's lives. They make people happier. The Go-Giver took the business world by storm with its message that giving is the simplest, most fulfilling, and most effective path to success. It has inspired more than 125,000 readers; but some have wondered how the story's lessons stand up to the tough challenges of everyday, real-world business. Bob Burg and John David Mann answer that question in *Go-Givers Sell More*, a practical guide that turns giving into the cornerstone of a powerful and effective approach to selling. Most of us think of sales as a struggle to make people do something they don't really want to do. But that cutthroat mentality makes the process much harder than it has to be—especially in an economic downturn when customers are more suspicious and defensive than ever. It's far more effective (and satisfying) when salespeople think like Go-Givers and focus exclusively on creating value for the customer. Cultivate a trusting relationship and provide outstanding service, say the authors, and great results will follow automatically. Illustrating their points with a wide range of real-life examples, Burg and Mann offer tips and strategies that anyone in sales can start applying right away.

Book Information

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Customer Reviews

“Use the approach in this book and you will not only sell more, you will also live a rich and joyful life. It works!”
• Spencer Johnson, M.D., author of Who Moved My Cheese? and coauthor of The One Minute Manager
“I love this book. I could tell you all about how well it’s written and how full it is of knowledge, value, service and real-world examples of success and influence due to giving. Instead, I’ll say simply that Go-Givers Sell More will touch a lot of lives.”
• Stephen M. R. Covey, author of The Speed of Trust
“Burg and Mann have given us the perfect companion volume to their breakout bestseller, The Go-Giver. If the first book changed your thinking, this one will change your actions.”
• David Bach, author of The Automatic Millionaire
“If you’re serious about selling as a career, you’d be doing yourself a disservice not to read this book and follow its recommended practices.”
• Tom Hopkins, author of How to Master the Art of Selling
“In our company, The Go-Giver helped us move the whole organization toward providing more value and better service. We had all our store General Managers read it and Go-Givers Sell More will be the next book we give them!”
• Rick A. Lepley, President & CEO, A.C. Moore Arts & Crafts, Inc.
“Go-Givers Sell More completely revolutionizes the way most people have traditionally viewed sales. If you’re ready to transform your business, watch your sales soar, and feel proud and confident as a salesperson, you need this book.”
• Dr. Ivan Misner, author of Truth or Delusion? and founder of BNI
“Burg and Mann have unlocked the key to superstar selling: focus on others and touch lots of lives with authentic, exceptional value. Prepare to follow their suggestions and create more abundance.”
• Michael Port, author of Book Yourself Solid
“Go-givers do sell more. Why? Because they shift their focus from getting to giving, and create value one customer at a time.”
• Gary Keller, author of The Millionaire Real Estate Agent
“This book deserves a place on your bookshelf right next to Og Mandino’s The Greatest Salesman in the World.”
• Azim Jamal and Harvey McKinnon, award-winning coauthors of The Power of Giving
“Beautifully reveals the paradox of genuine selling—that it’s all about the other person.”
• John Assaraf, author of The Answer
“Every professional on the planet needs

to read this book. • Libby Gill, author of *You Unstuck* “Destined to become a classic of selling from the heart.” • Chris Widener, author of *The Angel Inside* and *The Art of Influence* “Simple, practical, and above all, amazingly effective • a blueprint for achieving a successful life.” • Loula Loi Alafoyiannis, President of Euro-American Women’s Council “For those of us who have always thought of sales as a dirty word or necessary evil, Burg and Mann remind us, brilliantly and compassionately, that it really is possible to do well by doing good.” • Jennifer Kushell, coauthor of *Secrets of the Young & Successful* “This marvelous book gets to the heart of successful selling: a genuine attitude and spirit of connecting with others. You will learn how to open your heart and mind in new ways to improve your sales career.” • Dr. Nido Qubein, President of High Point University and Chairman of Great Harvest Bread Co. “A timeless classic with insightful lessons for business, marriage, or friendship.” • Sarah Miller Caldicott, great grandniece of Thomas Edison and coauthor of *Innovate Like Edison* --This text refers to the Hardcover edition.

BOB BURG is a popular public speaker who teaches the tenets of *The Go-Giver* to audiences around the world. A former sales professional, he is also the author of *Endless Referrals*. He lives in Jupiter, Florida. JOHN DAVID MANN has been writing about business and leadership for more than twenty years; he is also coauthor of *The Secret Language of Money*. He lives in Massachusetts.

The heart of our economy is selling. And, for decades, sales experts have written wonderful books detailing ways to improve the sales process. Having spent much of the early years of my career on the front lines of selling professional services (high-end consulting) and having taught professionals selling for the last 20 years, I have long been a voracious reader of the latest books on how to improve the selling process. At long last, someone has written the perfect companion to all those wonderful process books - this a beautiful gem on a winning sales philosophy. The perfect companion for all those wonderful process books. I loved this book! It jumped off the bookshelf and into my arms on Sunday while passing through the Orlando airport. On the ensuing plane ride, I read with delight a book which captures the essence of the philosophy that I have personally seen as the differentiator among professionals selling high-end services (i.e., lawyers, accountants, consultants, and investment bankers). The five "laws" are brilliant, the explanations of the laws are very clear, and the short stories crisply support the point being made. I thought the *Go-Giver*, the prequel to this book, was a delightful book. This book takes the concept espoused in that gem and

transforms the concept into a comprehensive and implementable sales philosophy. This is the starting point for being successful at selling. Compliment it with your favorite sales process (eg "Consultative Selling," "High Trust Selling," "Integrity Selling," etc.) and you will have the winning combination for times that require every sales person to be at their very best. If I have one concern about the book, it is that the book will get thought of as being just for "sales people." I share the belief that authors Bob Burg and John David Mann point out that almost all of us are involved with sales, in some dimension of our life. From the President of the United States, to non-profit CEOs, to professionals, to solo-entrepreneurs, we all need to be sell effectively and honorably. This book lays out the guidemap for building the foundation for doing so. Best of all, it does so with five laws that any of us can master. The best indicator of the depth of my feelings about any book is when I start gifting a book in significant numbers. Not only have I started doing that with this book, but I already have one CEO who has told me that he appreciated my gift, loved the book and is buying copies for his entire sales force and his senior management team. And another CEO is giving copies to each of the lawyers in his firm. Their actions have me convinced this book is going to the top of the charts, and deservedly so. This my 100th review here on , where I write reviews only on the best of the best of the many dozens of books that I read each year. Because I only write on the best of the best, my ratings here are generally a 4 or 5 star. This book not only deserves a 5 rating, but also goes down as one of the most important of the 100 top books I have reviewed here. It really is that good! And, that important for a world that needs principled approaches to all the important things in life!!

This is a great way to listen and be inspired on the way to work. I pop the CD in when I get in the car and kept listening over and over until I grasped the idea. Lots of great motivation and ideas for anyone. Be a giver! Anyone can learn from it. Read the book *The Go Giver* and then purchase these CDs *Go Givers Sell More*. I feel more "human", like I'm making a friend when approaching a customer because of listening to the CDs. You may want to read the book, but for me, I got a lot out of being able to listen over and over again on the way to work. What ever you decide, *Go Giver* will change your life and that of others.

There really isn't anything more I can say about this book that all of the other 5 star reviewers have already stated. However, I did feel the need to share my voice amongst the other positive reviewers because I truly believe this is a must have book for everyone. Both myself and my husband are in the health care industry and know first hand the importance of valuing each and

every patient. We also have two college aged children whom we have also instilled this message. I promote this book as well as the Go-Givers to everyone I meet. I believe that if everyone utilized the basic steps outlined in this book we all would have a more profitable and much more positive existence on this planet. "Give more than you are asked and receive more than you can imagine" is the premise I concluded from this book. It is common sense that we have somehow lost along the way. Let's get it back.

Whether in business or our personal lives, relationships are all about adding value to other peoples' lives. Creating giving relationships is the core of Go Giver's Sell More. Yes, the book guides up to be better sales people. But it's SO MUCH MORE than that. This book guides everyone of us toward a better way to be, as human beings, friends, lovers, partners, associates or strangers who pass on the street. Go Givers Sell More helps us remember our truth - that giving is the key to all relationships. Giving for the sake of pure joy, for the sake of the giving, without a thought for personal gain - or the popular Win/Win that has us keeping score on our relationships. That universal law is quite simple. We just have a hard time remembering it, much less following it. Our social training is all about getting ahead, doing for ourselves, giving to receive - keeping track of our family and friends in the balance of giving vs getting. Sure, some of what we're taught in sales (and marketing) is useful. But the core premise is flawed. We're all taught to focus on our product and our goal of selling it. We're taught tactics that take us out of the focus on relationship building for the joy of relationships - and into the 'me, me, me' zone. Human relationships weave the fabric of all business. Relationships also weave the fabric of life. When we put our relationships and others first, focus on creating value for them and give freely of ourselves - that's when we return to our truth. The pure goal of sales, and life, is to create VALUE for others. That's what Go Givers Sell More teaches us to do. This little book shares life-returning concepts. Many of us are stuck in society's training. We are like gerbils on a wheel - racing as fast as we can to get ahead by working hard, refining our business skills, doing what everyone else has taught us to do along the way. Focus on Our Goal, Our Lives, creating Our Value. What if everyone else is wrong? What if success, in life and business, is as easy as giving to others, creating value for them, helping them succeed. Trusting in the knowing that the more you give, the more you have. That's what Go-Givers Sell More shares with us. A better way to live, be and create relationships. When we do that - the rest just happens. Go Givers Sell More is eye-opening. Applying its lessons is life-changing. I highly recommend it and its sister book - Go Givers. Both will change the way you view life and the pursuit - forever.

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