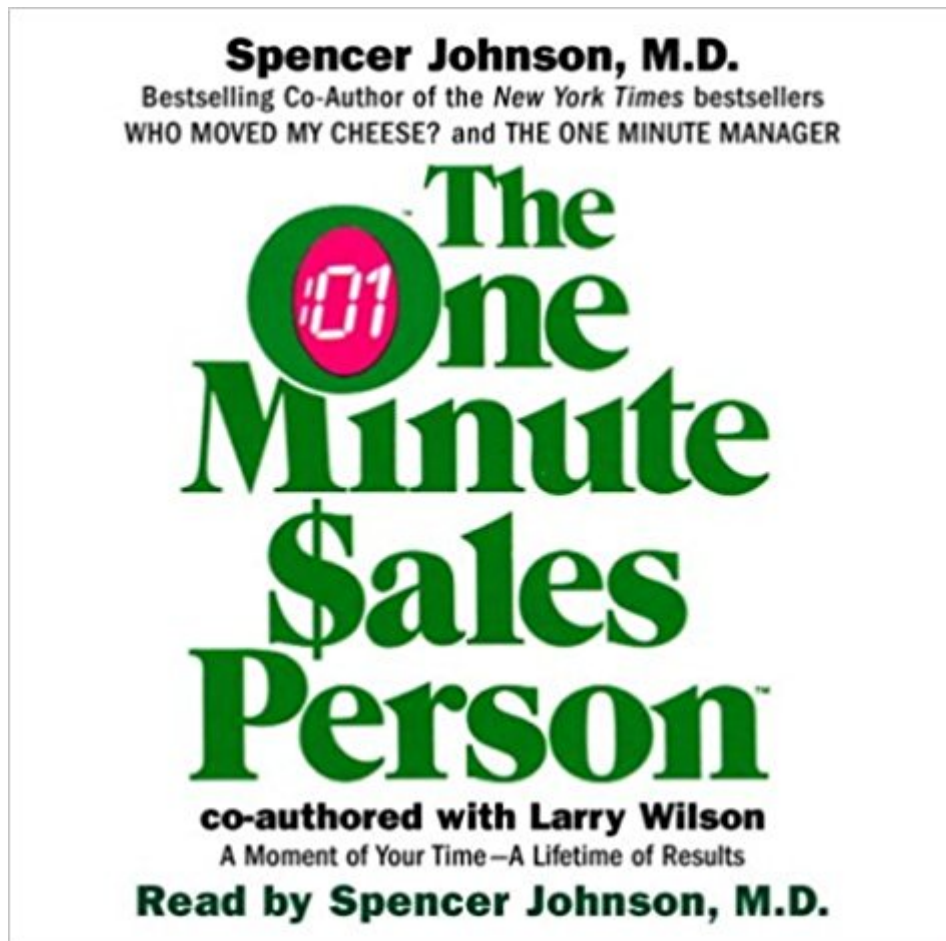




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# The One Minute Salesperson



## Synopsis

From the bestselling co-author of *Who Moved My Cheese?* . . . Spencer Johnson presents us with hints and tips for becoming more effective and confident in sales. With concise, practical advice in a dynamic presentation, the lessons learned from *The One Minute Salesperson* are invaluable.

## Book Information

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## Customer Reviews

The nameless protagonist of this slender motivational parable originally published in 1984 suffers from the existential predicament of the salesman: "the quiet fear of rejection" caused by the nagging suspicion that "the customer did not want to buy the product." From a succession of sales gurus he learns the One Minute secret-it's not selling, it's "helping people...to feel good about what they buy." Johnson, author of the business mega-seller *Who Moved My Cheese?*, offers practical suggestions ranging from sensible (treat customers like people, listen carefully to their needs, use after-sale calls to generate good will and referrals) to questionable (use one-minute positive-thinking rituals to visualize successful sales calls) to sort of depressing (paste sales goals beside your shaving mirror). The "eighty/twenty rule" is paramount: "Eighty percent of our results are produced by about twenty percent of what we do." Unfortunately, the book embodies this rule a little too well: about twenty percent is truly solid advice, while eighty percent feels more like filler ("The man took out his notebook to record what he sensed was going to be useful information") padded further with extra-large type. Copyright 2002 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

"Follow the wise advice in this great book and become the great sales person of your dreams!" -- Og Mandino, author of The Greatest Salesman in the World  
"Follow the wise advice in this great book and become the great sales person of your dreams!" -- Og Mandino, author of The Greatest Salesman in the World  
"This book can quickly help a person increase his or her income." -- Frank Santo, National Sales Manager, Household Products 3M company  
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Quick, simple read with plenty of interesting, useful points. I highlighted what I thought would apply to me in my new sales job. It can be read in an afternoon and is small enough to fit in my new briefcase!

I love Spencer Johnson's highly entertaining anecdotal non-fiction self-development success tools. I previously read *The Present* and *Who Moved My Cheese?: An Amazing Way to Deal with Change in Your Work and in Your Life* and found them equally well-written, inspiring and helpful. The great thing about learning from a metaphor or story, told in a highly entertaining way, is that the reader has an epiphany along with the main character(s). This book is great for children and adults. It is an excellent resource for people who need to communicate or work with others whether you are selling a product, a service or an idea. In addition to gaining practical knowledge, this book is inspirational and heartfelt. Reading this book will reduce or eliminate any stigma, conscious or unconscious, which you may have about selling. Integrating and applying the concepts in this book will make you a more educated and successful person. Happy reading~\*

Thanks

A wonderful helpful book that I read years ago, and just re-read. But it was SO DISAPPOINTING to get six new copies of the book to share with our team, only to find that they are very poorly printed. The type is soft and fat, as if it's been photocopied from a previous edition. Strangely, it's only the pages of the main story that are messed up - the copyright, title and TOC pages are crisp and clear. Shame on you William Morrow, letting your printer ship you junk like this. Would have returned the books if I didn't need them now.

I bought this book for one of my Call Center sales and service agents. His customer service skills were excellent but he was reluctant to "sell people on something they don't need or can't afford." If

they didn't ask about a product, he didn't tell them about it. If he didn't increase his sales quickly, I would be forced to let him go. After reading this book, the employee realized that telling customers about the benefits of our products was merely an extension of good customer service. He said he learned to "visualize the sale" before he answered each call. Immediately his sales increased and he has been one of my most consistent performers in the three months since he read the book. He has increased his potential income from \$26,000 to about \$43,000 annually due to meeting pay-for-performance goals plus commission. Now my other employees want to read it too and I had to order 3 more copies for my 22 person team. A quick read even for those who don't normally think of themselves as book learners.

Great book if you're in sales, I got a lot from it just by reading it, I've been in sales over 13 years and I still learned a lot from this book, suffice to say my sales have gone up this month year over year by applying the mentality and approach this book teaches.

As a professional sales person I can read the highlights I made quickly to keep my focus. I also have it on audio and listen to it at least yearly. Good Job Spencer. A good book who wants to get some solid principles of sales success. This book deals with structuring of time and working with customers not closing techniques. More of a big picture book.

This, like most "how to" books, assume you know how to sell and are just in need of a hint on how to shorten your sales process. As usual, this is a great book to help get the ready customer to sign faster, but not so good to get someone who isn't interested, interested and make the sale.

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