



The Secrets of Closing the Sale: BONUS: Selling With Emotional Logic

By Zig Ziglar

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The Secrets of Closing the Sale: BONUS: Selling With Emotional Logic By Zig Ziglar

Zig shares tips and techniques from his vast wealth of sales experience. His insights will prove to you over and over why this is the definitive how to sales program. This powerful series of twelve timeless sales sessions will help you close more sales today as you build a career for tomorrow! Whether you're a seasoned sales veteran or just now beginning your first sales position, *Secrets Of Closing The Sale* provides you with practical advice and effective questioning techniques that you can use to transform prospects into clients. Learn step by step over 100 specific closes and over 700 questions that lead the prospect to the decision table.

In this newly updated recording, not only will you get to hear timeless lessons on closing the sale from Zig Ziglar that have helped hundreds of thousands of salespeople for more than a generation, but you will hear Zig's son, Tom Ziglar, discuss how these ideas are even more relevant in 2015. Tom is the president of Ziglar Training Corporation, the author of the newly released book *Live to Win*, and a successful platform speaker in his own right.

You'll Learn:

- The ABC's of Closing
- Professional Persuasion and Common Sense Selling
- Buyer-Based Closing Techniques
- Voice Training for Effective Presentations
- Honesty and Empathy for Sales Success ... the basics
- Empathy, Sympathy and Self-image In Selling
- Using Word Pictures To Sell
- Objections: A Salesman's Best Friend
- Asking Questions To Close The Sale ... the basics
- Positive Projection For Closing More Sales
- And much more!

PLUS A BONUS RECORDING: *How to use emotional logic in the selling process to increase your closing ratio.

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Editorial Review

From the Back Cover

What is the best way to persuade someone to take action? Do our customers, clients, or patients believe that we are looking out for their best interests? These are just a couple of questions that successful professionals need to ask every day.

Full of entertaining stories and real-life illustrations, *Secrets of Closing the Sale* will give you the strategies and guidelines you need to become proficient in the art of effective persuasion. You will learn how to:

- project warmth, enthusiasm, and integrity
- effectively use over one hundred creative closes
- increase productivity and professionalism
- overcome the basic reasons people will not buy
- deal respectfully with challenging prospects

Zig Ziglar's principles of success are easy to understand and apply, yet they have a far-reaching impact. By using his proven methods, you will be able to face your prospects with enthusiasm and confidence.

"To call Zig Ziglar a 'super salesman' is an understatement. This work is a compilation of everything he knows about the art of selling. It's worthwhile reading."-Richard M. DeVos, cofounder of Amway, owner and chairman, NBA Orlando Magic

"I dove into as many of Ziglar's tapes and books as I could to develop my abilities. Within a few years, I was breaking every sales record imaginable."-Linda Burzynski, Computer Moms International

"This book will arm you with all the tools necessary to become an extraordinary salesperson. You'll grow professionally and personally."-Nido R. Qubein, chairman, Great Harvest Bread Co.

"Zig is an example to follow."-John C. Maxwell, founder of the INJOY Group

About the Author

Zig Ziglar: a talented author and speaker, he traveled over five million miles and worked with clients and corporations of all sizes, from Fortune 500 companies to churches, schools, and non-profit associations. He wrote twenty-five books on personal growth, leadership, sales, faith, and success, nine of which have been bestsellers.

Users Review

From reader reviews:

Joshua Orvis:

The book *The Secrets of Closing the Sale: BONUS: Selling With Emotional Logic* make one feel enjoy for

your spare time. You may use to make your capable a lot more increase. Book can being your best friend when you getting anxiety or having big problem with your subject. If you can make looking at a book The Secrets of Closing the Sale: BONUS: Selling With Emotional Logic to be your habit, you can get a lot more advantages, like add your own capable, increase your knowledge about many or all subjects. It is possible to know everything if you like wide open and read a e-book The Secrets of Closing the Sale: BONUS: Selling With Emotional Logic. Kinds of book are several. It means that, science book or encyclopedia or others. So , how do you think about this guide?

Morris Whitfield:

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Maria Couch:

Is it you who having spare time and then spend it whole day simply by watching television programs or just laying on the bed? Do you need something new? This The Secrets of Closing the Sale: BONUS: Selling With Emotional Logic can be the solution, oh how comes? It's a book you know. You are thus out of date, spending your extra time by reading in this brand-new era is common not a nerd activity. So what these textbooks have than the others?

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