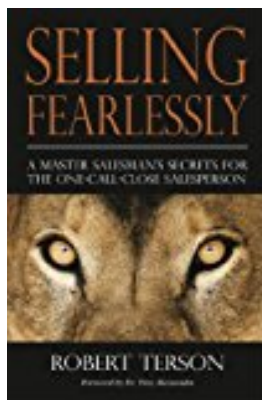


[PDF] Selling Fearlessly: A Master Salesman's Secrets For The One-Call-Close Salesperson

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Description:

Review Robert Terson has combined the art of compelling story telling with the wisdom of his personal experience at selling in his masterful book, *Selling Fearlessly*, which not only hits the nail on the head, but also drives it into the board to its hilt. He candidly and engagingly entralls readers

with tales of success and failure, while taking them by the hand and leading them from fear to greatness. His book ought to be mandatory reading for anyone engaged in sales. I recommend it highly. --Jay Conrad Levinson, Author, *GuerillaMarketing* series of books

Every generation needs to learn the same wisdom their predecessors had to learn in order to succeed. The trouble is, it is usually communicated in the way the previous generation learned it and so the new folks reject it as out of date, at their own peril. Robert Terson has captured not only the sales wisdom of the ages but also the storytelling mastery of the great teachers and brought it together for you in *Selling Fearlessly*. This is a book you will remember. It is filled with vivid, compelling stories, told in a personal style that makes you a part of the action. Enjoy this book and then assure that your colleagues and later, your kids, read it too. --Jim Cathcart, Author of *Relationship Selling*

A treasure trove of valuable sales information in an extremely readable book. *Selling Fearlessly* should be required reading for anybody in sales or customer service, whether they have one year or 40 years of experience. --Dr. Tony Alessandra, Author of 27 business books including *Non-Manipulative Selling* and *The Platinum Rule*

The only thing better than first-hand experience is to learn from the experiences of others. In this book, Bob Terson generously shares his experiences in the field of selling and, believe me, his lessons will shorten the learning curve for anyone who reads and adopts his advice. --Tom Hopkins, Sales trainer and author of *How to Master the Art of Selling*

If you only have one meeting to close the sale, *Selling Fearlessly* is the book for you. In his own inimitable style, Bob Terson shares the secrets of success as well as how to deal with the bumps along the way. --Jill Konrath, Author of *SNAP Selling* and *Selling to Big Companies*

Wow! This book is overloaded with practical methods and techniques you can use immediately to get more prospects, make better presentations, and close more sales. --Brian Tracy, Author of *The Psychology of Selling*

In *Selling Fearlessly* Robert Terson presents one of the most useful presentations on selling that you'll ever read. You won't find great, deep, highly sophisticate and useless discussions of sales theory found in so many serious sales books, nor will you find the silly and meaningless platitudes found in many motivational sales books. Instead you'll find a great storyteller who relates real world experiences and lessons learned in selling over a long and highly successful career. Read and pay attention, for this is the real world of selling and there are real lessons that all successful sellers must learn. You can learn them from Terson, or you can learn them the hard way on the street. Your choice. --Paul McCord, Sales Trainer/Consultant and best-selling author

With hesitancy, I picked up yet another sales related book and much to my delight was swept away by pages whose fragrance was reminiscent of the legendary Ziglar. Bob's sincerity shines through not as advice, but as inspiration; well worth the read! Women, you'll enjoy listening to a man who speaks from the heart, neither patronizing nor condescending in any way. --Terri Dunevant, Award-Winning Author of *The Staircase Principle* --Sellingfearlessly.com

With *Selling Fearlessly*, Bob Terson has taken us into the world --Sellingfearlessly.com

With *Selling Fearlessly*, Bob Terson has taken us into the world of the real salesperson where we get to experience his frustrations, lessons learned, tricks and tips and keys to success. Most important, we get the inside secrets that only someone with Bob's background and insight could share. With

40+ years of experience, Bob has seen it all and his book is an exceptional guide and truly A Master Salesman s Instructional Manual. Filled with stories and great examples (e.g., let s all start selling like Andy the iPad® guy), *Selling Fearlessly* is a book to be read multiple times for some great reminders, humorous commentary, and sales inspiration. --Sam Richter, CEO/Founder SBR Worldwide/Know More! and Best-Selling Author of *Take the Cold Out of Cold Calling*

I finally read a sales book that I liked! It doesn t happen often because most sales books are either poorly written, ill conceived, or they miss the point entirely as to what selling is supposed to entail. Not so with *Selling Fearlessly*. Bob Terson holds your hand, takes you for a walk, describes the scenery, discusses his thoughts and prepares you to fearlessly go out and do what he has done with such great success. You ll enjoy this book a lot because Bob is a great story teller and has many stories to tell. --Dave Kurlan, Best-Selling Author of *Baseline Selling, Understanding the Sales Force* and Founder and CEO Objective Management Group, Inc.

Selling Fearlessly is just that, giving great insight into how to sell fearlessly from a successful salesman that proved it works for over 40 years! With great stories Robert Terson goes to the heart of the matter and demonstrates what it really takes to be on top. If you re looking for a quick fix, easy street or a magic bullet, this is not the place. On the other hand if you want real consistent success in selling, *Selling Fearlessly* shows you the way. The stories are captivating and pointed, an easy read yet with plenty of meat to push your sales to another level consistently. --Harlan Goerger, President AskHG.com and Three times Business Author; Sales Trainer & Coach --
Sellingfearlessly.com

A treasure trove of valuable sales information in an extremely readable book. *Selling Fearlessly* should be required reading for anybody in sales or customer service, whether they have one year or 40 years of experience. --Dr. Tony Alessandra, Author of 27 business books including *Non-Manipulative Selling* and *The Platinum Rule*

About the Author Robert Terson has been a sales professional and entrepreneur his entire adult life. He retired from his advertising company, after 38 years of being in business, in January 2010 to begin a second career as a writer and speaker. He resides in Arlington Heights, Illinois and is the founder and CEO of Sellingfearlessly.com. He invites you to contact him at that site or email him at Robert@sellingfearlessly.com.

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