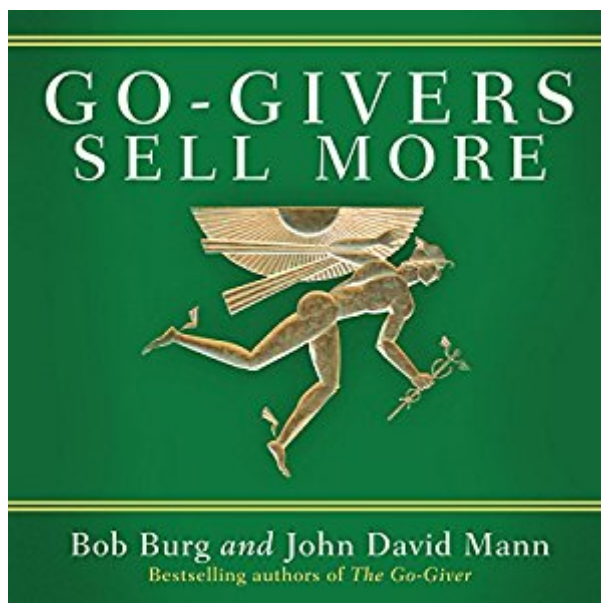


The book was found

Go-Givers Sell More



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. --This text refers to the Audio CD edition.

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Customer Reviews

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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