



12 Cliches of Selling (and Why They Work)

Barry Farber

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: Written by Barry Farber, one of the country's best known, most respected and incredibly successful sales gurus (Entrepreneur magazine), *12 CLICHES OF SELLING AND WHY THEY WORK* is steeped in the language and knowledge of what it takes to sell. It uses one cliché, per chapter as a starting point-and mines its truth and powerful wisdom.

Never take no for an answer, for example, belies the image of the stereotypical make-the-sale-at-any-cost salesperson and focuses on finding ways to get around obstacles, such as making the gatekeeper your ally and using humor to open closed doors. You never get a second chance to make a first impression shows how to sell yourself first, how to make people like, trust, and respect you, and how and why to make eye contact and keep a questioning attitude. Your attitude determines your altitude describes how to build and maintain a positive attitude, even in the face of rejection. Don't sell the steak, sell the sizzle gives the 12 steps to a solid presentation. The art of networking and mentoring is covered in It's not what you know, it's who you know, while the importance of value, including the value of getting your money's worth-and all that it implies-falls under You get what you pay for. It's the book for everyone who sells-and, as Robert Louis Stevenson once wrote, Everyone lives by selling something.

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