

Book Review

Selling to Win

Author : **Mr Richard Denny**

Publisher : Kogan Page India

Summary of the Book

The purpose of this book is to provide the reader with the foundation to achieving great success in selling. The author believes that the world has become more competitive and in order to survive and make progress we all need to understand selling and persuasion.

He begins his book by putting Selling into right perspective. By giving an example of conversation between a father and a son where son is asking for an ice cream from his father, he underlies the point that selling is something which happens to us in our everyday life and persistence is one of the greatest qualities of a professional salesman, adequately depicted by the son (child) in the story. In the beginning few pages of the book the author highlights the Do's and Don'ts for a salesperson. He vividly explains what not to do when the customer says NO and How to get the customer to say YES. This book captivates you right from the word go and after laying a strong foundation by putting selling in perspective, the author explains the six cylinders of professional selling namely Business Knowledge, Industry Knowledge, Company Knowledge, Product Knowledge, Selling Knowledge and Positive Attitude. He highlights the importance of these six cylinders and says that the most important investment that a salesman makes is in him. The chapter ends with the wise words, "The person who gets

ahead is the one who does more than is necessary and keeps on doing it". The author talks further about few winning ideas that make up the vital ingredients of selling. He explains that its desire, not ability, that determines success, a good sales person should be able to believe in himself, set and plan the goals and should have a tremendous confidence to achieve his goals. He should develop the habit of staying enthusiastic and complimenting people. He should be able to handle the difficult times and become a 'how can I do it better' sort of a person.

The authors stresses on the importance of finding time and finding business through different approaches. The author has a knack of captivating the reader by slowly unraveling the building block of sales and the skills required for an aspirant to be a professional salesperson. He covers the basic tenets of sales, from getting the first appointment to asking the right questions to closing the deal. His narrative on getting appointment from a prospect exhibits the different Stages to be followed by a sales professional till the time a solid appointment is booked. The chapter on making "The Sales Presentation" busts a lot of myths of traditional selling. He talks about 7 classical stages of a Sales presentation namely getting yourself accepted, the opening prime desire statement,

asking the right questions, check and pre close, the marriage, the final check and the close. He talks about different ways of closing the sale and how to get a contract. The last part of the book covers chapters on Handling Objections, Negotiation and Body Language. The book ends with a note to the Salespeople on "how to avoid negative' and not quitting in the face of difficulty.

This book is a must read for Sales and Marketing professionals as it highlights vividly the practical aspects of selling on the ground. The author promises on the back cover page. "If you are determined to make a success of your career in selling, then this book is a must. It is recognized worldwide as one of the most effective and powerful sales-improvement

guides ever written". The book lives up to its promises. This books comes along with a unique money back guarantee, almost unheard of in the publishing industry, where it guarantees you results with full money back security.

Overall, a great book and only after reading the book one appreciates why this is known as a Salesperson's bible.

Reviewed By

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