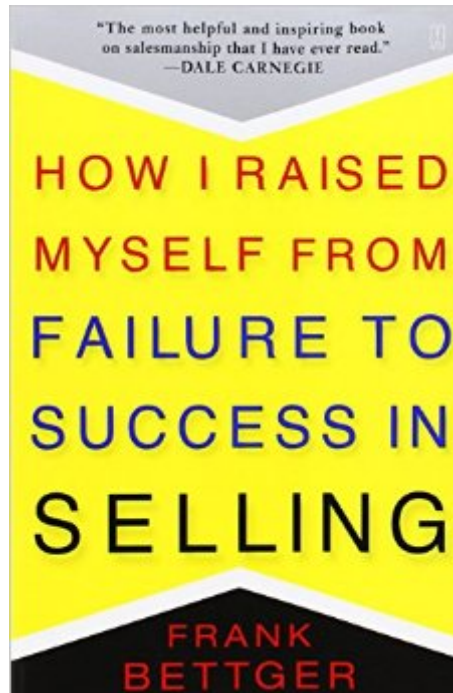


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# How I Raised Myself From Failure To Success In Selling



## Synopsis

A business classic endorsed by Dale Carnegie, *How I Raised Myself from Failure to Success in Selling* is for anyone whose job it is to sell. Whether you are selling houses or mutual funds, advertisements or ideas—or anything else—this book is for you. When Frank Bettger was twenty-nine he was a failed insurance salesman. By the time he was forty he owned a country estate and could have retired. What are the selling secrets that turned Bettger's life around from defeat to unparalleled success and fame as one of the highest paid salesmen in America? The answer is inside *How I Raised Myself from Failure to Success in Selling*. Bettger reveals his personal experiences and explains the foolproof principles that he developed and perfected. He shares instructive anecdotes and step-by-step guidelines on how to develop the style, spirit, and presence of a winning salesperson. No matter what you sell, you will be more efficient and profitable—and more valuable to your company—when you apply Bettger's keen insights on:

- The power of enthusiasm
- How to conquer fear
- The key word for turning a skeptical client into an enthusiastic buyer
- The quickest way to win confidence
- Seven golden rules for closing a sale

## Book Information

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## Customer Reviews

This is a classic book on fundamental sales techniques that remains sound after 60 years and dozens of printings. Yes, some of the pronouns are out of date (he assumes that all the sales professionals are men and all the secretaries are women - or that there are even secretaries - and so forth) and the dollar amounts given are made largely irrelevant by the inexorable power of

inflation. However, the principles Frank Bettger laid down in 1947 will still work for any sales person working today. Bettger is closely associated with his mentor, Dale Carnegie and his compelling use of language and story will remind you of the sound of the self-help books of that era. He provides 35 short chapters divided into six parts. In part 1 Bettger wants you to learn to act with enthusiasm. Even if you don't feel it now, if you learn to act with energy and enthusiasm, you will soon feel it and it will become the fuel of your success. He also talks about the power of making calls. You can't sell until you get in front of people and you need to call a few people to get the appointment (he calls them interviews). Soon you will have a ratio of calls-sales-close that you can study and make more efficient. Bettger also wants you to get over fear and hesitation in talking with people you don't know by taking a public speaking course - one where you actually get to speak a lot and learn from supportive and constructive criticism. He also wants you to plan your schedule by the week so you know what you are doing and then execute the plan. He also tells you to record what you did and what came of it. There are examples planning sheets. However, you can find great day planners nowadays from many different companies. Part 2 takes you through his sales method.

After feeling a little bit disappointed on my performance and ready to quite my position I knew nowhere to look. I found this book and decided to give it a try; knowing nothing about the author but just going by the reviews. I'll tell you. I do not regret a thing about buying this book and I'm actually glad for doing so. I was ready to quit my sales position in my company and was going to enter a "customer service" position which obviously pays less than sales. I felt disappointed by my performance and my numbers; I thought I knew the business. It was then when I picked up this book. Even though it was written a bit ago, it still reflects proper techniques and successful sales guides that anyone can easily follow. I didn't know that such a strong but often unimportant word "why" would matter so much. After using this word "why not sir..." I could really get customers to go to the real truth; and of course, I had answers that made 100% sense to those rejections. In a couple of weeks I was able to double my commissions and felt more confident about myself. I started enjoying my job more. I felt like my sales job was a game, and I was the leader on my team! Now if I really want I feel like I can get around any rejections and by just asking "why" you can make the sale. It works! Just ask, "WHY?" And you'll get to the point; eventually your customer will not be able to give you an answer strong enough to justify that "why" and will make the sale. Of course, it doesn't happen all the time, depending on your sales offer and your job and your customers. Anyways, so to keep my story short. If you think you're failing at your sales position please give this book a try. Study it, keep it next to your desk, in your pocket or briefcase. Refer to it

any time you need it.

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