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# Close That Sale!: The 24 Best Sales Closing Techniques Ever Discovered



The 24 Best Closing Techniques Ever Discovered

**Brian Tracy**  
*The Top Sales Trainer In The World Today*



## Synopsis

Close That Sale! The 24 Best Sales Closing Techniques Ever Discovered is perhaps the most valuable small book in the world of selling and business today. In 25 fast-moving chapters, based on thousands of sales conversations, and the experience of more than 1,000,000 salespeople worldwide, you learn how to make more sales, faster than you ever thought possible. This audiobook can quickly take you to the top of your field in professional selling, saving you years of hard work, and earning you thousands of dollars that you would have left on the table.

## Book Information

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## Customer Reviews

Awesome and powerful book on closing techniques. But it is not just a book on technique, it also explains the psychology behind the technique. The first part of the book is worth the price alone as it talks about the sales situation and why it brings up tension between you and the prospect. Irrational fears surface in the prospect which get blurted out as "i dont have the money" or "i dont have the time" or "i have to talk to my wife" He explains that most of the time, these are smoke screens for underlying fears of failure, making a mistake and many times, success itself. Yes people have a set point of success within them that has kept them, what their subconscious mind considers, "safe" for their whole life. So when faced with a way to move forward, many times they hesitate. I am in network marketing and this is the first book that i bought which explains this tension. Most network marketing companies want to avoid too much training in sales and closing techniques and try to take sales out of the process. This is for good reason but also limits the new distributor in that he or

she is listening to cds of the top leaders in that company and realizes that most of them are master salesmen who are masters of closing!!!These companies try to tell their distributors that inviting people to join their MLM is just like "recommending a good restaurant or a movie" I always KNEW this wasn't the case because it felt a lot different to me. I just didnt know WHY until i read this book. This book has helped me tremendously to understand what profession i am in instead. I know it will help me help other people get past the barriers they have to success and moving to a higher level in their lives.

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