

Advanced Selling Strategies Book Summary, by Brian Tracy

by Allen Cheng

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Want to learn the ideas in Advanced Selling Strategies better than ever? Read the world's #1 book summary of Advanced Selling Strategies by Brian Tracy here.

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Video Summaries of Advanced Selling Strategies

We've scoured the Internet for the very best videos on Advanced Selling Strategies, from high-quality videos summaries to interviews or commentary by Brian Tracy.

<https://www.youtube.com/watch?v=aischO5cKfs>

<https://www.youtube.com/watch?v=1N0K6RbhXkA>

1-Page Summary of Advanced Selling Strategies

The Psychology of Selling

How you think determines how successful you are. In sales, your attitude is 80% of what drives success. Low self-esteem is the major cause of failure in salespeople. To overcome this problem and boost confidence, take some steps to improve your self-image.

Start viewing yourself as self-employed. This will help you to make a plan for your professional life and be responsible for your own success. Write out a check at the beginning of each month, postdated by the end of that month. Use this time in between to figure out how you're going to meet those financial goals.

If you want to be successful in sales, think of yourself as a consultant rather than a salesman. Rather than just trying to sell people on your products, approach them with the goal of helping them solve their problems. Before making any recommendations, take the time to really understand what they need and why they need it.

Develop Your Personal Power

Practice selling by the Golden Rule. Just exchange the word "do" with "sell." If you truly care about your customers, you will take the time to prepare for every meeting so that you are ready to offer good advice.

Your attitude toward yourself determines how well people respond to you when they're around you.

__ You can develop your personal power by taking responsibility for yourself. It's better to accept the blame when something goes wrong and think of ways to avoid making that mistake in the future than it is to make excuses or pass the blame on to someone else.

1. When facing a problem, try to find the positive side of it and be optimistic about your situation. It will help you get rid of problems that would overwhelm pessimists.
2. Be committed to doing your best. Believe you deserve the best for yourself and that hard work will get you there. Many people have a difficult time overcoming this obstacle because they don't believe they deserve success if it is not handed to them without effort.
3. Persistence is a key to success. You must be willing to put in the time and effort, even when it gets hard or you're tired. If you believe in yourself and your ability to succeed, then you will have the persistence needed for success.
4. Honesty is the most important quality that customers look for in a salesperson. Honesty builds your self-confidence and you'll feel better about yourself if you're true to yourself and everyone around you. Be completely honest in everything you do or say and never share personal problems with your customers. Always tell people that business is wonderful, even when it's not, because if you tell people that things are great, then they will be great for real. Outline some clear goals so that you can achieve them more efficiently than others who don't have any goals at all.

Customer Relationships: The Heart of the Sale

In order to be successful in sales today, you need good relationships with your customers. The best way to do that is by establishing trust and credibility.

All top salespeople have the following seven traits: 1. They never criticize, complain or condemn - Be easygoing and don't complain about your personal life. 2. Acceptance - Learn to accept people without judgment and criticism. 3. Smile - Smiles are contagious; they make others feel comfortable around you. 4-5-6-7

1. People like to be praised. Look for opportunities to compliment others so that they will feel good about themselves.
2. Appreciation is a simple gesture that can go a long way. It's as simple as saying "thank you" to someone for something they've done, which will make them feel good about themselves and therefore feel better about you. When people are appreciative of others, it makes them want to help those people out even more.

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