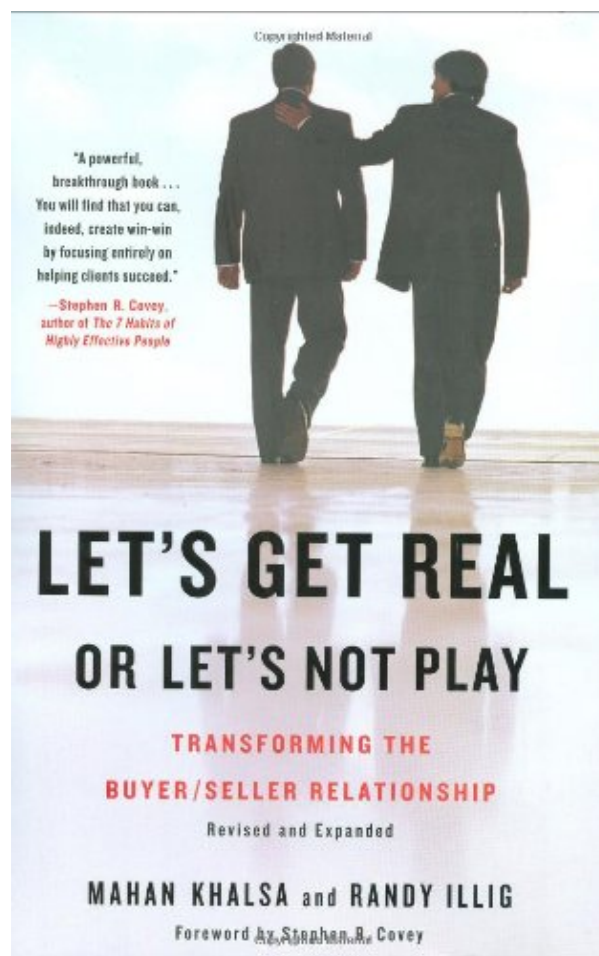


LET'S GET REAL OR LET'S NOT PLAY: TRANSFORMING THE BUYER/SELLER RELATIONSHIP BY MAHAN KHALSA, RANDY ILLIG



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LET'S GET REAL OR LET'S NOT PLAY

TRANSFORMING THE
BUYER/SELLER RELATIONSHIP

Revised and Expanded

MAHAN KHALSA and RANDY ILLIG

Foreword by Stephen R. Covey

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Review

Stephen R. Covey Author of *The 7 Habits of Highly Effective People* This is a marvelous book! Mahan Khalsa masterfully puts the science and art of influence and sales on higher ground. -- Review

About the Author

Mahan Khalsa is a world-renowned consultant in business development for Franklin Covey. He graduated with honors in economics from UCLA, and has an M.B.A. from Harvard Business School. Working with Fortune 500 companies, he is an expert in global best practices of business development, and has applied those findings to some of the world's largest and most successful organizations.

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The new way to transform a sales culture with clarity, authenticity, and emotional intelligence.

Too often, the sales process is all about fear.

Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas. No one is happy.

Mahan Khalsa and Randy Illig offer a better way. Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy; a salesperson must also help the client reduce costs, increase revenues, and improve productivity, quality, and customer satisfaction.

This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers:

- Start new business from scratch in a way both salespeople and clients can feel good about
- Ask hard questions in a soft way
- Close the deal by opening minds

- Sales Rank: #73310 in Books
- Brand: Brand: Portfolio
- Published on: 2008-10-30
- Released on: 2008-10-30
- Original language: English
- Number of items: 1
- Dimensions: 9.31" h x .96" w x 6.41" l, 1.05 pounds
- Binding: Hardcover
- 288 pages

Features

- Used Book in Good Condition

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WOW!

By Amazon Customer

Excellent book for sales executives, project managers, and technology professionals! I purchased the audio book from Audible.com and listened to it several times. Also purchased the paperback to reference.

Many of the concepts in this book are perfect for technology based projects, specifically software development and hardware based solutions. I've read many books that offer some of the concepts within, however, none articulate them as well, or as thoroughly!

I've compiled many of the key points into a document for future reference when working with clients. Utilizing these points, my team and I have increased the quality of our projects and continue to increase our ability to help clients succeed!

I wish I found this book much sooner in my career, and I've asked my entire team to read it (as the concepts are important for anyone dealing with clients).

0 of 0 people found the following review helpful.

Must-have for a true sales professional

By Ron H

This book is not for everyone in sales. If you are looking for 100 different ways to close a deal, look somewhere else.

On the other hand, if you are truly seeking a replicable complex sales methodology, this is for you. If you are a believer and practitioner of *The 7 Habits of Highly Effective People*, you will recognize that this takes those 7 Habits and applies them to a sales methodology and focuses 100 percent on helping clients succeed.

Highly recommended.

0 of 0 people found the following review helpful.

Basic to Personal Selling

By Jess

This book was alright. I had to read it for a college course. I suppose some of the selling ideas and techniques in this book might seem nuance and fresh, especially for someone that is inexperienced at personal selling. I work as a leasing agent, however, so nothing in this book was new to me.

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