



Selling To The Point: Because The Information Age Demands a New Way to Sell

By Jeffrey Lipsius



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If you are a salesperson, Selling To The Point can radically improve the way you work.

Selling To The Point begins by showing that the whole idea of "selling" something to someone is over, finished, dead. Yes, it might be true that using your old ways, your buyer might eventually purchase something. But have you noticed how hard that's getting?

The problem is not about you. The fact is, this is a new world. In *Selling To The Point*, Jeffrey Lipsius reveals what your buyers really need from you in this new world--even if they don't know how to ask. Lipsius removes most of the old unquestioned assumptions basic to traditional sales training. Instead, you will learn to see your professional life in a new and refreshing way. Before long, you too will think of "selling" as a completely outmoded way of working. Instead, you will be focused on the *Point* of selling. And what is the *Point* of selling? It's amazingly simple.

Unlike a lot of boring "how-to" books, *Selling to the Point* is fun to read because it's told as a story. Here you will meet real people, people who may be quite a bit like you and your customers. You'll experience how they go through the transformation of becoming better buyers, with the help of their salespeople. And as soon as you have read only a few chapters, you'll be able to put Lipsius's powerful new concepts right to work. It's actually that easy, and maybe even fun to change your understanding of the selling process.

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Editorial Review

Review

"Jeffrey Lipsius may have come up with the most influential book for sales in a decade." -Timothy Gallwey- Founder of *The Inner Game*

"Selling To The Point presents a revolutionary understanding about selling. There are not a lot of people on the planet who would not benefit from its ideas." -Jeffrey Fox-Best Selling Author of *How to Become CEO*, *How to be a Great Boss*, and many other classic business books

About the Author

Jeffrey Lipsius is the President and Founder of Selling To The Point, LLC Sales Training and Consulting. He developed the Selling To The Point; sales training method during his 30-year long sales training career. In the late 1970's Jeffrey pioneered inside sales for the Natural Foods Industry, and trained the first inside sales force for that Industry. As a result of his success, many Natural Foods companies adopted his inside selling model. Jeffrey has trained over 100 salespeople, both inside and outside, as well as sales trainers throughout his career. The salespeople trained by Jeffrey are some of the highest commission earners in their respective industries. Salespeople trained by Jeffrey also cultivate great customer relationships and enjoy their careers as salespeople. The salespeople Jeffrey trained have cumulatively sold over two billion dollars worth of products.

Users Review

From reader reviews:

Ernestine Miller:

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Shawna Vaughn:

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