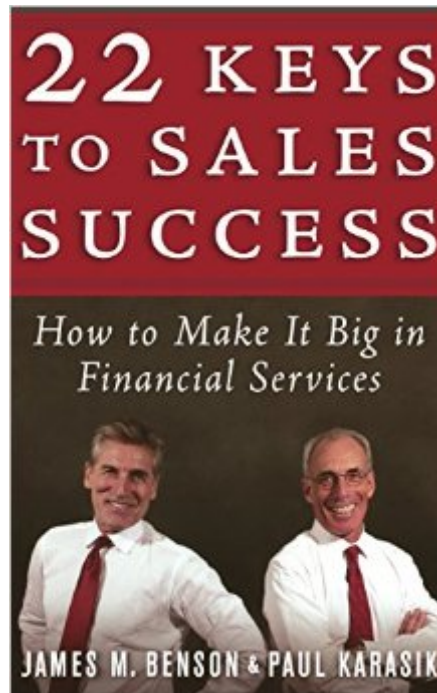


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# 22 Keys To Sales Success: How To Make It Big In Financial Services



## Synopsis

In the past few years, the financial industry has undergone dynamic structural changes that have deeply affected the sales process. Bruised by market volatility, today's consumer is skeptical and demands more for less. A business needs fresh approaches to sell in today's tough marketplace. Here are the 22 Keys that can help any financial professional make more money, work less, and maximize his potential. Industry leaders James Benson and Paul Karasik combine their personal experience with the shared wisdom of the masters. Each key contains proven, actionable sales guidelines, including: The four primary fears that could destroy a sale--and how to help prospects overcome them The nine most effective strategic approaches to "target marketing" success Five guidelines for qualifying prospects more effectively Sixty-five ways to snap a sales slump Ten ways to get clients to say "yes" Four simple steps to generate new business with current clients Five guidelines for overcoming objections Six sample scripts to make closing ratios soar Whether a company has been in business for years or is just beginning, each key will unlock a new door on the path to sales success.

## Book Information

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## Customer Reviews

Review Summary: 22 Keys to Sales Success has some very fine material in it. The book would have been much improved if it had focused on one type of sales professional in one type of organization looking for one type of client (a new life insurance salesperson in a small agency dealing with owners of small businesses, for example). That would have allowed the material to have been more focused and customized for immediate use. At the same time, some of the material

just doesn't fit certain classes of sales professionals. If you are wise enough to ignore what doesn't fit, this book can greatly improve your success. Review: The authors are clearly well read and have had a lot of experience going to seminars. The many references to the works of others are appropriate and add depth to this otherwise simple book. From that authority, they provide many helpful suggestions that will be essential to newcomers to financial sales and valuable to experienced people who aren't using the advice. I thought that the advice to Create Your Compelling Vision, Position with Mission, Energize Your Success, Open the Johari Window, Market Yourself as the Expert, Focus on Clients (Not Compensation), Demand Objections, and Be Your Own Sales Manager were superb. I was skeptical about the strong emphasis on continuing efforts to close, scripts and the suggested ways to get referrals. The material in the book seemed inauthentic to me in these areas as a professional, and I graded the book down accordingly. It seemed like the book was aimed more at those selling insurance products for life and retirement than anything else. So if that's what you sell, this book is probably good for you.

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