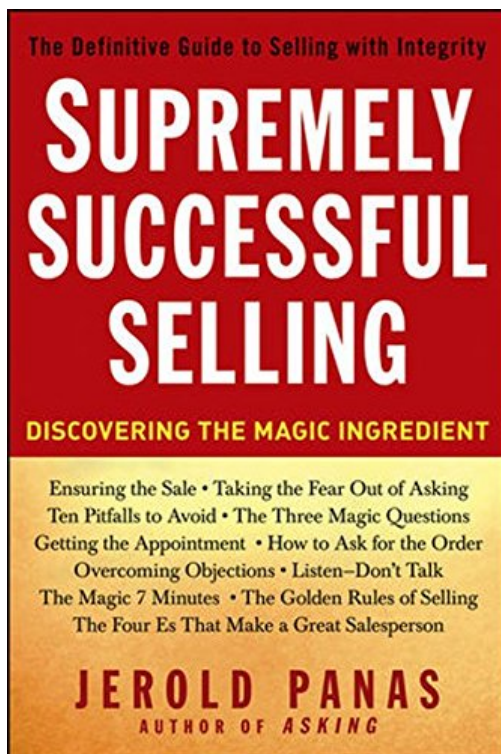


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The Definitive Guide to Selling with Integrity

SUPREME SUCCESSFUL SELLING

DISCOVERING THE MAGIC INGREDIENT

Ensuring the Sale • Taking the Fear Out of Asking
Ten Pitfalls to Avoid • The Three Magic Questions
Getting the Appointment • How to Ask for the Order
Overcoming Objections • Listen–Don't Talk
The Magic 7 Minutes • The Golden Rules of Selling
The Four Es That Make a Great Salesperson

JEROLD PANAS

AUTHOR OF *ASKING*

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From the Inside Flap

Everyone sells—no matter what your work or profession. The greatest salespeople know that integrity is the magic ingredient that convinces a buyer that what you're selling will benefit them. Successful salespeople don't overwhelm their potential customers or bamboozle them with misleading information. Instead, they help the buyer understand the value and appeal of a product or service for their personal life or for their business.

This book is replete with real-world success stories. It teaches you how to become an ethical ambassador for your product. Celebrated sales guru and motivational speaker Jerry Panas has harnessed the experience and knowledge of scores of the best salespeople in the country. In their own words, they explore how they overcame their own fears and understood that asking questions, listening, and building trust are what will get you to a "yes." You'll learn:

- How to take the fear out of asking
- Proven advice on how to get the appointment
- The most powerful incentives that sell your product
- The "Three Magic Questions" that engage a prospect and get them to give you the answers you need to win their business
- The four Es that make a great salesperson: Empathy, Energy, Enthusiasm, and Ethics
- And much more

Of course, not everyone will want to buy your product. But it's your job to help people understand how great an advantage you offer. Through integrity selling, you'll learn how to assure future buyers of the value of your product for their life. Learn how to become a partner to every customer, and you'll win their trust—and the sale.

From the Back Cover

"You are among the most highly esteemed and privileged. You are a partner in one of life's most noble professions. You are the power that turns the axle that spins the wheel that moves the shaft that activates the

lever that fires the steam that drives the engine. You are the engine that makes it all happen."

—From *Supremely Successful Selling*

Praise for *Supremely Successful Selling*

"Everything you do in life is selling. We all sell no matter what we do for a living. That's what I really like about this book. It's perfect for everyone. I have 60,000 employees in my corporation. They can all use this book. Jerry has a wonderful way of telling a story. The book is easy to read, inspirational, and with just the right combination of humor and information."

—Richard K. Davis, President & CEO, U.S. Bancorp

"Everyone in the world sells, no matter what your work or profession, so everyone will benefit greatly from *Supremely Successful Selling*. Practical, insightful, and just plain fun to read, it may very well be one of the most important books on selling that's been published in recent years.

"The book is a must-read. Jerry combines tips from some of the country's leading sales people he knows and has worked with along with insights from his own rich experience. Jerry Panas presents the key that will open any door to a successful ask.

"Jerry is a genius at pinpointing the single factor that ensures the sale . . . and the missing ingredient that will guarantee that you not fail. *Supremely Successful Selling* provides insights that propel you to success along with actual, remarkable stories that will inspire you to action."

—Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive*

About the Author

JEROLD PANAS is the author of thirteen bestselling books on asking, management, motivation, and building relationships. His firm, Jerold Panas, Linzy & Partners, is one of the world's leaders in counseling and helping organizations reach their highest aspirations. A platform personality of note, he leads seminars and conferences around the world on prompting others to action, influencing decisions, and selling the dream. Visit www.jeroldpanas.com.

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