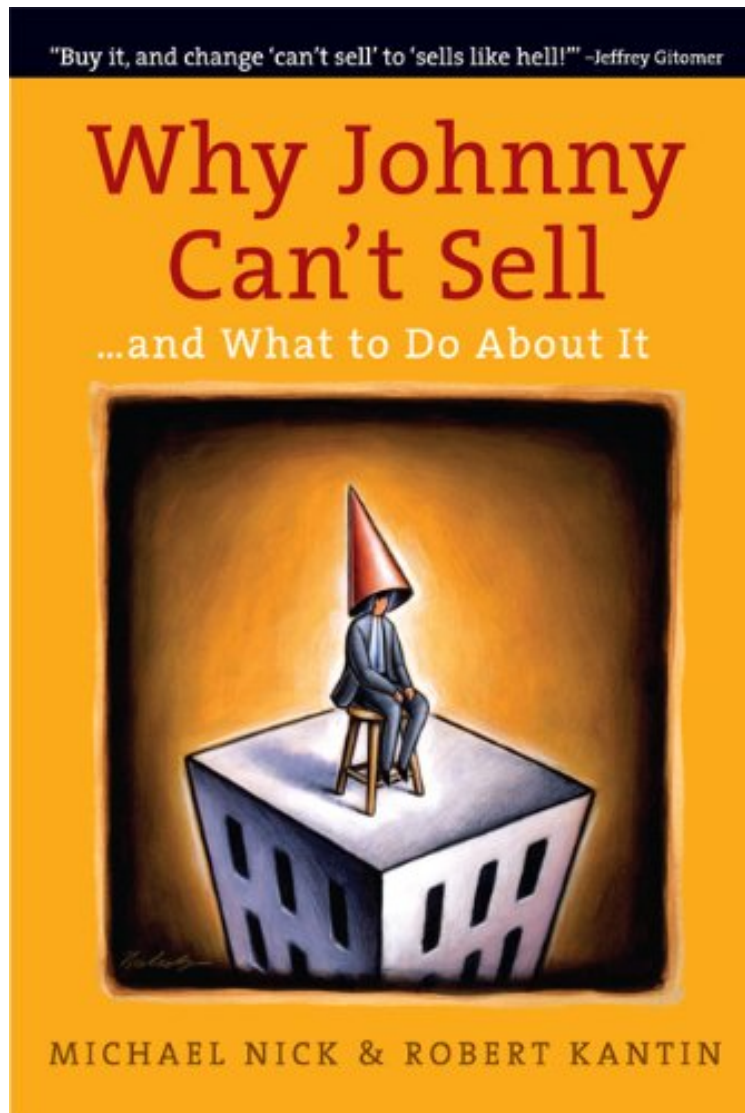


Why Johnny Can't Sell... and What to Do About It

Michael Nick, Robert Kantin

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Michael Nick, Robert Kantin : Why Johnny Can't Sell... and What to Do About It before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Johnny Can't Sell... and What to Do About It:

0 of 0 people found the following review helpful. Worthwhile for the right readerBy OrrenThis book is a comprehensive picture of the challenge of selling against competition in today's corporate or institutional market. While the principles it outlines and the process it advocates are valid in any market, they are less relevant for sales that are simpler than to corporate customers by corporate sellers. The value of the book, it seems to me, lies in its breakdown of the components of the process of this type of sale, and it's far more about this process and its pieces than

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We set out to write a book that could make all us Johnnies better sales peopleand now you hold the results of that desire in your hands. Who should be reading it? Sales executives and managers who want to build a better team, CEOs who want to better understand why their Johnnys cant sell, sales people who want to sell more and get (back) on top, and the maverick salesperson who simply needs more ideas on how to drive his or her sales manager crazy.From the Introduction

Look in the mirror. You could be Johnny. Regardless of your age, or gender, you may have the wrong habits for sales success. This book contains the real-world sales success elements for every Tom, Dick, and Sally in sales. Buy it, and change can't sell to sells like hell!Jeffrey Gitomer, author of The Little Red Book of Selling and The Little Red Book of Sales AnswersIf your reps are struggling to make the grade in today's highly competitive business environment, you'll discover why in this information-rich book. Plus, it's packed with powerful but uncommon selling strategies and tools to put Johnny back on the honor roll. I give it an A+.Jill Konrath, Chief Sales Officer, SellingtoBigCompanies.com,author ofSelling to Big Companies