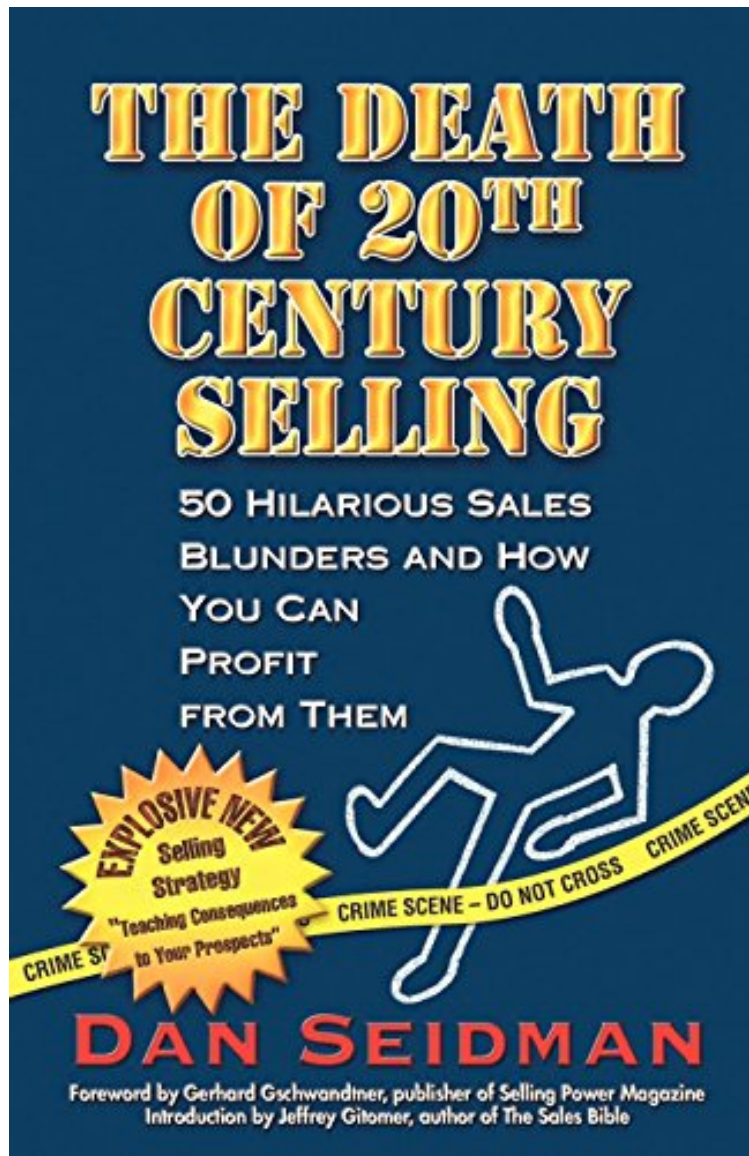


## The Death of 20th Century Selling

Dan Seidman

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**Dan Seidman : The Death of 20th Century Selling** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Death of 20th Century Selling:

14 of 14 people found the following review helpful. Death breathes new life into the art of sellingBy Duel D. Christian, Jr.Dan has done a wonderful job in the classification of sales professionals. In my career of sales I have not only been able to match certain personalities to Dan's descriptions, but was able to see myself as the sales "tourist," and took steps to correct my shortcomings.Dan's book also debunks old closing tactics that may have worked in the

past, but are now cliché'd and trite. He also recommended "Cash Copy" by Jeffrey Lant, a truly effective book for anyone who writes copy. I laughed at nearly every story in the book, because we are all human, and we all make mistakes. This book is well worth reading, and it just may help make you a better salesperson. 20 of 21 people found the following review helpful. Invaluable Learning Opportunities By Robert Morris Presumably the salespersons involved did not find their blunders "hilarious." Hopefully, they learned something of value from them. Seidman has written a book about 50 "blunders" and then helps his reader to understand how to benefit from them. Each situation is followed by a brief "Postmortem." Seidman correctly suggests that his book not be read non-stop from beginning to end but I suggest that you skim read it, locking in on those specific situations which correlate with your own experiences. One of his most important points is that every salesperson makes "blunders" and each is a learning opportunity. His book enables readers to learn from the mistakes of others which range from not listening carefully to refusing to accept "Yes" as an answer. No single book on the general subject of salesmanship can possibly address all issues and all situations, much less provide definitive guidance on which strategies and tactics are most appropriate. When I devise and then conduct what are necessarily "customized" sales training workshops, I first learn all I can about the specific marketplace in which the participants compete. Also, I learn as much as I can about the individual participants. Another important point which Seidman reiterates throughout the book is the importance of credibility which, really, is determined by the authenticity of a salesperson. Obviously, it is important to be fully-informed about the functions, features, and benefits of whatever is offered for sale. However, people do or do not "buy" the salesperson before agreeing to a purchase. Therefore, being (and being perceived to be) sincerely interested in the prospect's needs as well as the needs of the prospect's organization is of paramount importance. Their styles and skill levels may vary but all effective salespersons come across as being authentic (because they are) and thus the given prospect trusts them. Near the end of his book, Seidman observes that: "The term system [italics] refers to the use of a model that copies the success of others. The system tells us what to say at the beginning of each sales call. It shows us the path to follow when encountering tough prospects, handling objections, filling out paperwork, even planning the pieces of each workday -- like the times we do phone calling and when we have face-to-face appointments." It is impossible to exaggerate the importance of having a system, whatever its specifics may be. For decades, salespersons at IBM were not only urged to "THINK": they were also required to plan their work and then work their plan. For Seidman, an evangelist of discipline and structure as well as of passion and enthusiasm, the purpose of a sales plan is to insure predictability. Specifically, Seidman explains, "It duplicates successful behavior. It disqualifies bad prospects quickly. It employs strategies that allow you, not the prospect, to control the sales process." For whatever reasons, "blunders" are inevitable and thus to be expected...but NOT repeated. Much can be learned from the real-world situations which Seidman shares; also from the various "Postmortems" he adds. Those who share my high regard for this book are urged to check out Rackham's SPIN Selling (especially valuable to those selling "big ticket items") and Werth's High Probability Selling (especially valuable to those in retail and B2B sales). To these I add Gitomer's The Sales Bible. Like life itself, salesmanship involves a continuous, indeed constant learning process. Learn as much as you can, as soon as you can, from sources such as these. What you learn from your or (better yet) others' "blunders" will have even greater value if (huge "if") you effectively apply the lessons learned. I conclude this review with one caveat. Because buyers have become highly sophisticated, probably because they have such extensive and varied experiences with the selling process, beware of seeming to "sell." Seidman's book can be of great value to you but ultimately it is your responsibility (and no one else's) to prepare for each opportunity with meticulous care, to establish credibility, and then to determine ASAP what the buyer's reasons are (NOT yours) for making a purchase. Ask the most successful salespersons what their "secret" is and they will tell you that they are sincerely, indeed passionately determined to serve (not sell) those in need of what they offer. They view such service as a privilege. In that context, an occasional "blunder" will be excused without loss of credibility. 4 of 5 people found the following review helpful. Laugh, Cringe, Learn and Improve! By Donald Mitchell Before starting to write business books, I asked everyone I saw what they liked about the business books that they had liked. The recommendations were unanimous: Failure stories! Looking at failures is a great way to learn. The awful circumstances are indelibly etched in our minds. If we can think of a way to deal with THOSE situations, surely we can deal with more ordinary ones. As I read The Death of 20th Century Selling, I was struck that the book has much in common with the humor best seller, The Darwin Awards. The sales people here act in disabling ways in unexpectedly tricky circumstances through 50 riveting true stories. The results are dangerous to their sales careers and income. Mr. Seidman goes on to explore ways that the blundering sales people might have recovered. These stories are pretty amazing. Sales people insult the prospect's spouse, mother, and even act insensitively towards a family member's grave. In other cases, the sales people make themselves look literally like buffoons. In The Darwin Awards, the victims usually do themselves in by being drunk and using very poor judgment. In The Death of 20th Century Selling, the equivalent sources of error are a self-centered focus on the seller's needs rather than noticing the buyer's perspective. "Show me the money" might be the mantra of many of these failed sales people. Then gradually, repressed memories of my own sales disasters came back. I could have written my own version of this book! Having seen these failures made me able to see how I might have done better in my own disasters. That was great. Mr. Seidman also does a nice job of weaving the stories into

patterns, especially of those who are addicted to sales techniques that have not worked in decades, those who inexperienced and dabble at sales without a winning process, those who let their egos get in the way, and people who are undisciplined. Rather than leaving you with faint hope, he goes on to explain and show the benefits of helping prospects understand the consequences they will face if they do not choose to purchase your offering. The book was a very pleasant surprise in that it contains a lot of wisdom in a quite brief and inexpensive book. The material is engrossing and easy to absorb. Although he suggests reading the examples over time, I raced through to the end . . . hardly able to wait to find out what else has gone wrong for other sales people. Selling is a lonely profession in many ways. You face some pretty weird situations, and often there's no one there to help you deal with them. Afterwards, you can feel like a fool. After reading this book, you're more likely to be flexible in the tough situations. I know I'll think . . . now, what would Dan Seidman suggest? If you are in sales, think you might want to go into sales, or even meet with salespeople, you owe it to yourself to read and laugh loudly with this delightful book! Donald Mitchell, co-author of *The 2,000 Percent Solution*, *The Irresistible Growth Enterprise* and *The Ultimate Competitive Advantage*

Hilarious Sales Horror Stories! What can you learn from salespeople who crash and burn in front of prospects? Dan Seidman, "One of the Top 12 Sales Coaches in America (Ultimate Selling Power)" shares some of his best stories out of over 500 collected during 15+ years of sales training, management and selling. Inside the pages of this book you'll find laughter and learning. Don't miss the unique new selling strategy, Teaching Consequences to Prospects. *The Death of 20th Century Selling* is endorsed by Brian Tracy, Seth Godin, Jeffrey Gitomer and the top three sales training organizations in the U.S.

...absolute, unequivocal "must-read" and makes for fascinating, uproarious, and utterly addictive reading for just about anyone related to selling. -- *The Midwest Book* A great, no-nonsense guide to why salespeople fail, fixes, new tools to insure greater sales success, and much more. -- *Bookviews* Anyone who sells or knows someone who sells will laugh and learn from this unusual resource. -- *Money Makers Monthly* I would highly recommend this book for anyone in sales or sales management. -- *Sales Marketing Executives International*, Willis Turner, Editor Managing Director Such lessons, combined with humorous true tales of sales disasters, may just make this book worth its weight in gold. -- *Fearless Books*, March 2002 From the Publisher A collection of the funniest and most embarrassing sales moments from 15 years of sales training. This book is most useful for sales professionals, managers and trainers. An engaging blend of education and entertainment from one of America's top sales coaches, Dan Seidman of *SalesAutopsy.com*. From the Author My #1 rule on a sales call has always been to get the prospect to laugh as early as possible. Here's a chance for all of you sales pros to get some great laughs from the misfortune of your selling colleagues. Read this book to find out the "best of the worst" sales blunders that I've collected over 15 years in training and sales management. I'd love to hear your most embarrassing moment, too.