



Secrets of Closing the Sale

Zig Ziglar

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What is the best way to persuade someone to take action? Do our customers, clients, or patients believe that we are looking out for their best interests? These are just a couple of questions that successful professionals need to ask every day.

Full of entertaining stories and real-life illustrations, *Secrets of Closing the Sale* will give you the strategies and guidelines you need to become proficient in the art of effective persuasion. You will learn how to:

- project warmth, enthusiasm, and integrity
- effectively use over one hundred creative closes
- increase productivity and professionalism
- overcome the basic reasons people will not buy
- deal respectfully with challenging prospects

Zig Ziglar's principles of success are easy to understand and apply, yet they have a far-reaching impact. By using his proven methods, you will be able to face your prospects with enthusiasm and confidence.

"To call Zig Ziglar a 'super salesman' is an understatement. This work is a compilation of everything he knows about the art of selling. It's worthwhile reading."-Richard M. DeVos, cofounder of Amway, owner and chairman, NBA Orlando Magic

"I dove into as many of Ziglar's tapes and books as I could to develop my abilities. Within a few years, I was breaking every sales record imaginable."-Linda Burzynski, Computer Moms International

"This book will arm you with all the tools necessary to become an extraordinary salesperson. You'll grow professionally and personally."-Nido R. Qubein, chairman, Great Harvest Bread Co.

"Zig is an example to follow."-John C. Maxwell, founder of the INJOY Group

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