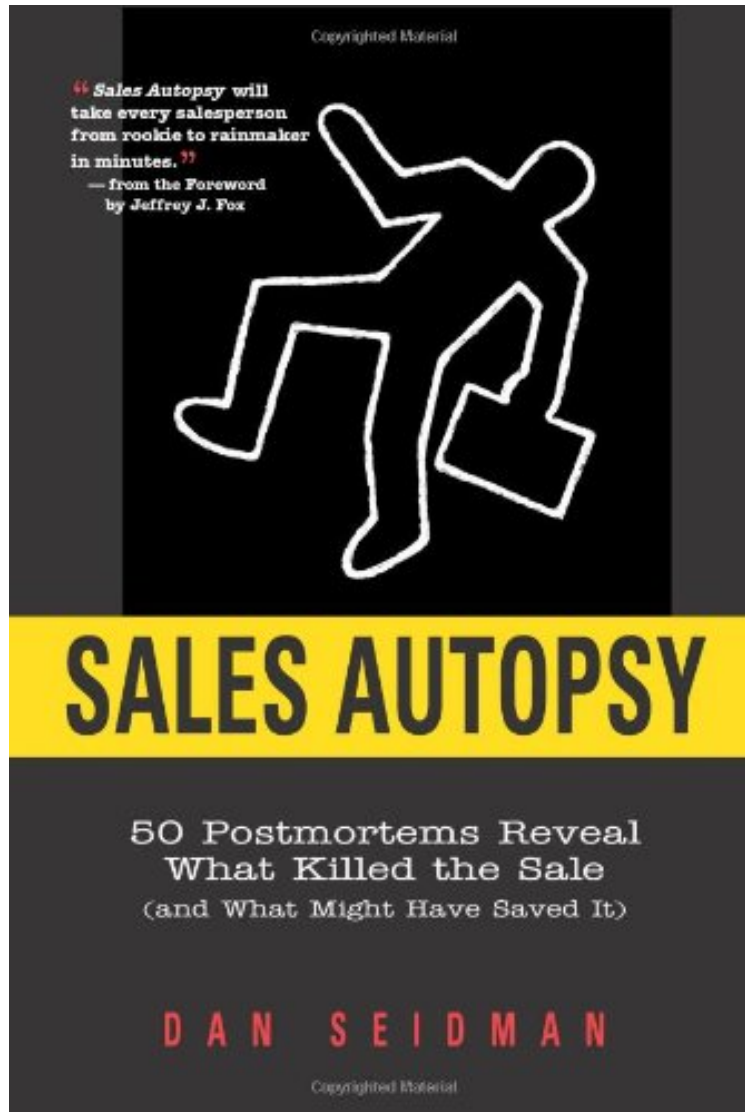


(Free) Sales Autopsy: 50 Postmortems Reveal What Killed the Sale (and what might have saved it)

Sales Autopsy: 50 Postmortems Reveal What Killed the Sale (and what might have saved it)

Dan Seidman

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Dan Seidman : Sales Autopsy: 50 Postmortems Reveal What Killed the Sale (and what might have saved it) before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales Autopsy: 50 Postmortems Reveal What Killed the Sale (and what might have saved it):

2 of 2 people found the following review helpful. Hilarious Stories, Unique StrategiesBy Got Influence?[[VIDEOID:f3c10e0fe6a39a2af9167db57ad91868]] Sales Autopsy reveals 50 of my funniest selling

blunders, out of 600+ collected. This is a unique and useful sales coaching or management tool. Check out the book: Sales Autopsy: 50 Postmortems Reveal What Killed the Sale (and what might have saved it) Or get the Kindle edition: Sales Autopsy: 50 Postmortems Reveal What Killed the Sale (and what might have saved it) By the way, if you have a most embarrassing sales moment of your own, send it to me, perhaps you'll gain selling immortality in my next book (anonymity guaranteed) dan@salesautopsy.com. 2 of 3 people found the following review helpful. Learn from someone else's mistakes By Timothy Kinney The ability to learn from one's mistakes is essential to business success, if not outright survival. Better still is to learn from someone else's mistakes. Dan Seidman gives readers this rare opportunity in his first book, "Sales Autopsy". Pulling from 600 of some of the worst real-life sales scenarios, Seidman conducts an analysis of what went wrong as well as his recommendations for how it could have gone better for 50 of the most egregious (and amusing). The concept itself is quite clever and well played by Seidman, who offers sound, practical advice for both the novice as well as some needed reminders for the seasoned sales professional in a concise entertaining read. As a small business owner constantly pressed for time, I was particularly helped by Seidman's work on how to quickly qualify and, more importantly, disqualify prospects. Developing a set of criteria and insightful questions to determine if a prospect is worth your limited resources is critical to effective sales management - a tool that will save you and your prospects a lot of time and headaches. Seidman also stresses the need to re-tool your sales process to respond to more sophisticated buyers, noting the most successful sales professionals know how to listen, not just pitch. By asking the right questions to determine your customer's real need is much more effective than spouting your product features and benefits. Good advice, worth the read. 1 of 3 people found the following review helpful. Entertaining and Educational! By Loyd Eskildson All salespeople have heard the "do your homework" basic tenet. "Sales Autopsy" helps bring it to life with a number of real-life examples that the reader will now be able to avoid - situations include dressing appropriately for the locale, knowing whether the target "crane company" deals in heavy lifting or birds, checking out new hires, assuming a prospect can't hear you (he/she may read lips; sound travels quite far in marbled halls), etc.

In his hilarious new book Sales Autopsy, top sales coach Dan Seidman reveals stories of sales gone horribly, embarrassingly wrong, and what—if anything—can be learned from them.

"Sales Autopsy will take every salesperson from rookie to rainmaker in minutes."—Jeffrey J. Fox, author of How to Be CEO and How to Be a Rainmaker