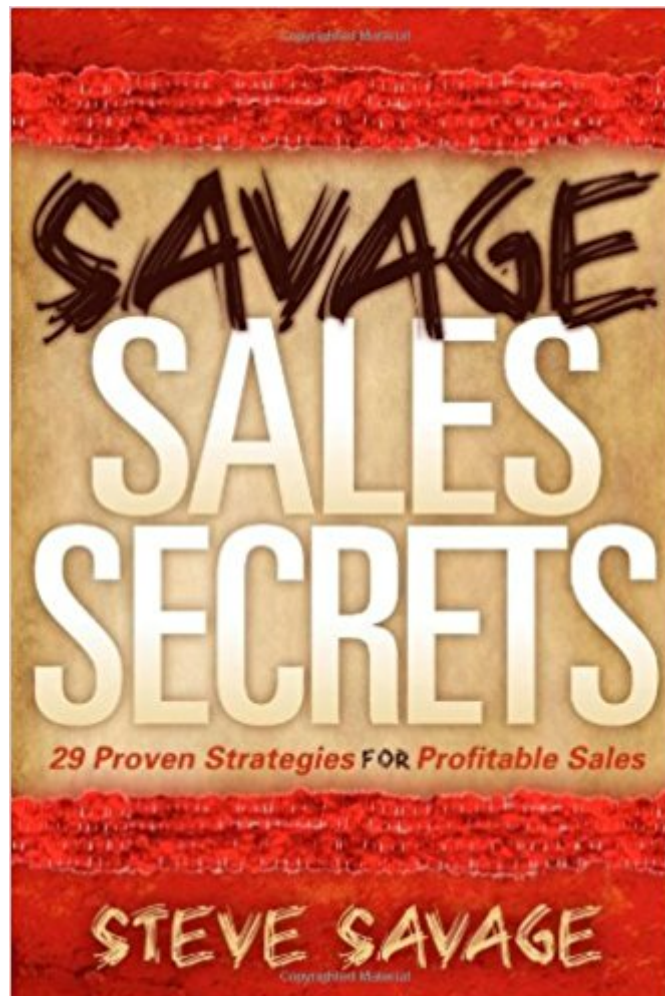




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# Savage Sales Secrets: 29 Proven Strategies For Profitable Sales



## Synopsis

Steve Savage, master salesperson and coach, teaches you how to:

- \* Get high productivity without high pressure.
- \* Soft sell with a soft approach, soft presentation and soft close.
- \* Build a great sales force by drawing out the inner fury in each person.
- \* Motivate with praise, not punishment.
- \* Develop master salespeople no matter what their education, background, gender or age.
- \* Sell more by talking less.
- \* Make the right presentation so the close is automatic.
- \* Close large groups through sincerity and honesty.
- \* Increase your sales through brilliant telemarketing

## Book Information

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## Customer Reviews

"Steve Savage is the greatest guerrilla experimenter I know and is willing to take the risks that must be faced high on the ladder to the top." --Jay Levinson, Author, Guerrilla Marketing "I have never seen anyone who could organize a business, recruit a sales force and motivate the entire company, better than Steve Savage. He is a genuine business visionary." --Rod Turner, Senior Executive Vice President, --Rod Turner, Senior Executive Vice President, Colgate Palmolive

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STEVE SAVAGE is director of seminars for Guerrilla Marketing International in Latin America. About him, Jay Levinson says, "Steve is the greatest, most brilliant and gutsy guerrilla experimenter I know, willing to take the risks that one must take on the ladder to the top, where he is now

perched.""

Savage has a great way of putting words on paper - and making you understand the real "Secrets to Marketing & Sales". His examples and stories jump off the page with flair and truth. Anyone putting products in the marketplace needs to understand and apply these "Secrets".

Steve Savage has done something that most authors miss in writing books. He has woven numerous stories into his book to illustrate his points and as a result you remember the points he was making because you remember the stories behind them. He entertains you with the stories while teaching you fundamental success principles. Lessons learned in sales are always easier to remember and more enjoyable when you can see the application. Steve Savage has accomplished that in "Savage Sales Secrets". While I wouldn't say this is a must read book, I will say that if you don't read it you will truly miss out on a great opportunity to learn and be inspired by the stories shared in this book. Steve Savage has done a great job in pulling together an amazing number of sales principles, and he has presented them in a refreshing and captivating manner. Read IT!

"Steve Savage is a "master" communicator. Having been in insurance sales for over 40 years, I wholeheartedly subscribe to the sales and business concepts put forth in his book "Savage Sales Secrets." He gives many meaningful and interesting examples of 3 basic sales ideas that were especially helpful to me: 1. Always give your prospect a choice of "yes" or "yes" 2. Ask questions and be quiet. Let your prospect talk about his/her wants and concerns. Never interrupt. 3. Be well prepared for each customer meeting. This book is great reading, and will be an invaluable tool for anyone seeking to maximize their success in a sales career, or improve the effectiveness of their communications in any professional situation. Herb Kristal, KKP Insurance and Financial Services"

Savage Sales Secrets should be on every producer's bookshelf! Whether you're an experienced veteran or a newbie to the business world, the timeless lessons you will learn from this book have the power to transform your business. Steve Savage presents this effective information in a well-structured, easy-to-understand format. As the president of an investment/financial planning services practice, I have personally implemented the concepts outlined in this book and seen immediate results. I am positive that this book will be one you will not regret buying! Jeffrey T. Dobyns, CFP® , CLU, ChFC Wealth Advisor President- Southwestern Investment Services, Inc. An Independent Firm Raymond James Financial Services, Inc.

When you are looking for success in any field, you are smart to seek the advice of not only those that have won the game, but have shattered belief barriers and taken the game to the next level. Steve Savage's personal track record in sales and sales leadership with The Southwestern Company, and then as the co-founder of a \$60,000,000 business establishes him as just such an individual. Steve teaches through third part example, drawing from real life situations lessons and principles that are inspiring, entertaining, memorable and actionable. a must read. Henry Bedford Chairman and C.E.O. The Southwestern Company

Steve Savage is one of the most successful sales people and sales consultants in the Western Hemisphere. Here he reveals his secrets for success, written in his usual clear, crisp, and entertaining style. His real-life experiences--both successes and failure--are fascinating, and make his "secrets" totally believable and memorable. Anyone involved in business can benefit from improved strategies and techniques in both sales and customer service. This book is packed with sound, practical advice on how to sell effectively, and make your customers happy. It is an easy read, but one you will want to keep for handy reference. Don't miss it!

What intrigues me about Steve Savage is that his sales strategies are effective cross-culturally. In today's global economy, it's essential to think beyond the American reality. Savage's upbringing in South America and his extensive cross-cultural experience equip him to understand what it takes to implement profitable sales anywhere. He has a curious mind and continually pushes himself to understand markets around the world. Bilingual in Spanish and English, Savage has developed seventeen companies in eight countries. His sales strategies are amazingly practical and achievable. James Plueddemann, author--"Leading Across Cultures"

Steve Savage's vast business and sales experience shared in this book will encourage every entrepreneur. As a small business owner, I am constantly seeking advice and encouragement and this book has it all! My skill set lies in the operational side of my business, so the sales advice in this book is a valuable resource for me. The 29 strategies have made selling less stressful and fun; not to mention that the strategies have already begun working for me with last quarter sales up 17%. I highly recommend this book to anyone currently operating a small business or thinking about starting one.

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