



Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson

By Robert Terson

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Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson By Robert Terson

Sales books are ubiquitous, but *Selling Fearlessly: A Master Salesman's Secrets for the One-Call-Close Salesperson*, although beneficial to all salespeople, specifically targets the one-call-close simple-sale salesperson; addresses all the elements of selling; and spotlights the paralyzing fear factor that 80% of the 16,000,000 salespeople in the United States, who only do 20% of the business, must face every time they make a call or give a presentation. It's Frank Bettger's *How I Raised Myself from Failure to Success in Selling* meets Napoleon Hill's *Think and Grow Rich* two long-time successful backlist books told in the Zig Ziglar conversational style, yet with an uncompromising, challenging tone, and includes 40 stories plus numerous exercises, which show *how* to sell, not just *tell* how, from a master salesman/motivator with 43 years of in-the-field selling experience. The author's purpose is to enlighten and inspire you to become a salesperson, or be a far better salesperson than you are now. *Selling Fearlessly* truly is a salesman's instructional manual down to the grayest subtleties, some never before touched upon in a sales book, like The Mound Road Story; The Devil's Retirement Story; Saturation Point; Setting the Stage; Telling Clues; The Importance of Equality; and The Sixth Sense.

The book is formatted into four sections: Bridge to the Triangle, Mental Attitude, Work Habits, Salesmanship and divided into 57 short, easy to read chapters which allow the reader to absorb each element of selling without reading the entire book. This is not another book of dull, dry abstract theory; this is a book of captivating stories and practical applications raising the curtain on the real world of selling. Its like watching role-playing. If you are ready to receive it, this book has the potential to change your life.

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Editorial Review

Review

Robert Terson has combined the art of compelling story telling with the wisdom of his personal experience at selling in his masterful book, *Selling Fearlessly*, which not only hits the nail on the head, but also drives it into the board to its hilt. He candidly and engagingly enthralls readers with tales of success and failure, while taking them by the hand and leading them from fear to greatness. His book ought to be mandatory reading for anyone engaged in sales. I recommend it highly. --Jay Conrad Levinson, Author, *GuerillaMarketing* series of books

Every generation needs to learn the same wisdom their predecessors had to learn in order to succeed. The trouble is, it is usually communicated in the way the previous generation learned it and so the new folks reject it as out of date, at their own peril. Robert Terson has captured not only the sales wisdom of the ages but also the storytelling mastery of the great teachers and brought it together for you in *Selling Fearlessly*. This is a book you will remember. It is filled with vivid, compelling stories, told in a personal style that makes you a part of the action. Enjoy this book and then assure that your colleagues and later, your kids, read it too. --Jim Cathcart, Author of *Relationship Selling*

A treasure trove of valuable sales information in an extremely readable book. *Selling Fearlessly* should be required reading for anybody in sales or customer service, whether they have one year or 40 years of experience. --Dr. Tony Alessandra, Author of 27 business books including *Non-Manipulative Selling* and *The Platinum Rule*

The only thing better than first-hand experience is to learn from the experiences of others. In this book, Bob Terson generously shares his experiences in the field of selling and, believe me, his lessons will shorten the learning curve for anyone who reads and adopts his advice. --Tom Hopkins, Sales trainer and author of *How to Master the Art of Selling*

If you only have one meeting to close the sale, *Selling Fearlessly* is the book for you. In his own inimitable style, Bob Terson shares the secrets of success as well as how to deal with the bumps along the way. --Jill Konrath, Author of *SNAP Selling* and *Selling to Big Companies*

Wow! This book is overloaded with practical methods and techniques you can use immediately to get more prospects, make better presentations, and close more sales. --Brian Tracy, Author of *The Psychology of Selling*

In *Selling Fearlessly* Robert Terson presents one of the most useful presentations on selling that you'll ever read. You won't find great, deep, highly sophisticate and useless discussions of sales theory found in so many serious sales books, nor will you find the silly and meaningless platitudes found in many motivational sales books. Instead you'll find a great storyteller who relates real world experiences and lessons learned in selling over a long and highly successful career. Read and pay attention, for this is the real world of selling and there are real lessons that all successful sellers must learn. You can learn them from Terson, or you can learn them the hard way on the street. Your choice. --Paul McCord, Sales Trainer/Consultant and best-selling author

With hesitancy, I picked up yet another sales related book and much to my delight was swept away by pages whose fragrance was reminiscent of the legendary Ziglar. Bob's sincerity shines through not as advice, but as

inspiration; well worth the read! Women, you'll enjoy listening to a man who speaks from the heart, neither patronizing nor condescending in any way. --Terri Dunevant, Award-Winning Author of *The Staircase Principle* --Sellingfearlessly.com

With *Selling Fearlessly*, Bob Terson has taken us into the world --Sellingfearlessly.com

With *Selling Fearlessly*, Bob Terson has taken us into the world of the real salesperson where we get to experience his frustrations, lessons learned, tricks and tips and keys to success. Most important, we get the inside secrets that only someone with Bob's background and insight could share. With 40+ years of experience, Bob has seen it all and his book is an exceptional guide and truly A Master Salesman's Instructional Manual. Filled with stories and great examples (e.g., let's all start selling like Andy the iPad® guy), *Selling Fearlessly* is a book to be read multiple times for some great reminders, humorous commentary, and sales inspiration. --Sam Richter, CEO/Founder SBR Worldwide/Know More! and Best-Selling Author of *Take the Cold Out of Cold Calling*

I finally read a sales book that I liked! It doesn't happen often because most sales books are either poorly written, ill conceived, or they miss the point entirely as to what selling is supposed to entail. Not so with *Selling Fearlessly*. Bob Terson holds your hand, takes you for a walk, describes the scenery, discusses his thoughts and prepares you to fearlessly go out and do what he has done with such great success. You'll enjoy this book a lot because Bob is a great story teller and has many stories to tell. --Dave Kurlan, Best-Selling Author of *Baseline Selling*, *Understanding the Sales Force* and Founder and CEO Objective Management Group, Inc.

Selling Fearlessly is just that, giving great insight into how to sell fearlessly from a successful salesman that proved it works for over 40 years! With great stories Robert Terson goes to the heart of the matter and demonstrates what it really takes to be on top. If you're looking for a quick fix, easy street or a magic bullet, this is not the place. On the other hand if you want real consistent success in selling, *Selling Fearlessly* shows you the way. The stories are captivating and pointed, an easy read yet with plenty of meat to push your sales to another level consistently. --Harlan Goerger, President AskHG.com and Three times Business Author; Sales Trainer & Coach --Sellingfearlessly.com

A treasure trove of valuable sales information in an extremely readable book. *Selling Fearlessly* should be required reading for anybody in sales or customer service, whether they have one year or 40 years of experience. --Dr. Tony Alessandra, Author of 27 business books including *Non-Manipulative Selling* and *The Platinum Rule*

About the Author

Robert Terson has been a sales professional and entrepreneur his entire adult life. He retired from his advertising company, after 38 years of being in business, in January 2010 to begin a second career as a writer and speaker. He resides in Arlington Heights, Illinois and is the founder and CEO of Sellingfearlessly.com. He invites you to contact him at that site or email him at Robert@sellingfearlessly.com.

Users Review

From reader reviews:

Randy North:

Nowadays reading books are more than want or need but also be a life style. This reading routine give you lot of advantages. Advantages you got of course the knowledge your information inside the book that

improve your knowledge and information. The data you get based on what kind of reserve you read, if you want drive more knowledge just go with education and learning books but if you want experience happy read one along with theme for entertaining like comic or novel. Often the Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson is kind of reserve which is giving the reader unforeseen experience.

Jeremy Smith:

The actual book Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson has a lot details on it. So when you make sure to read this book you can get a lot of benefit. The book was published by the very famous author. The author makes some research prior to write this book. This kind of book very easy to read you will get the point easily after looking over this book.

Armando Mosley:

The book untitled Selling Fearlessly: A Master Salesman's Secrets For the One-Call-Close Salesperson contain a lot of information on that. The writer explains your ex idea with easy approach. The language is very easy to understand all the people, so do not really worry, you can easy to read that. The book was published by famous author. The author provides you in the new period of time of literary works. You can read this book because you can please read on your smart phone, or product, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site and order it. Have a nice study.

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