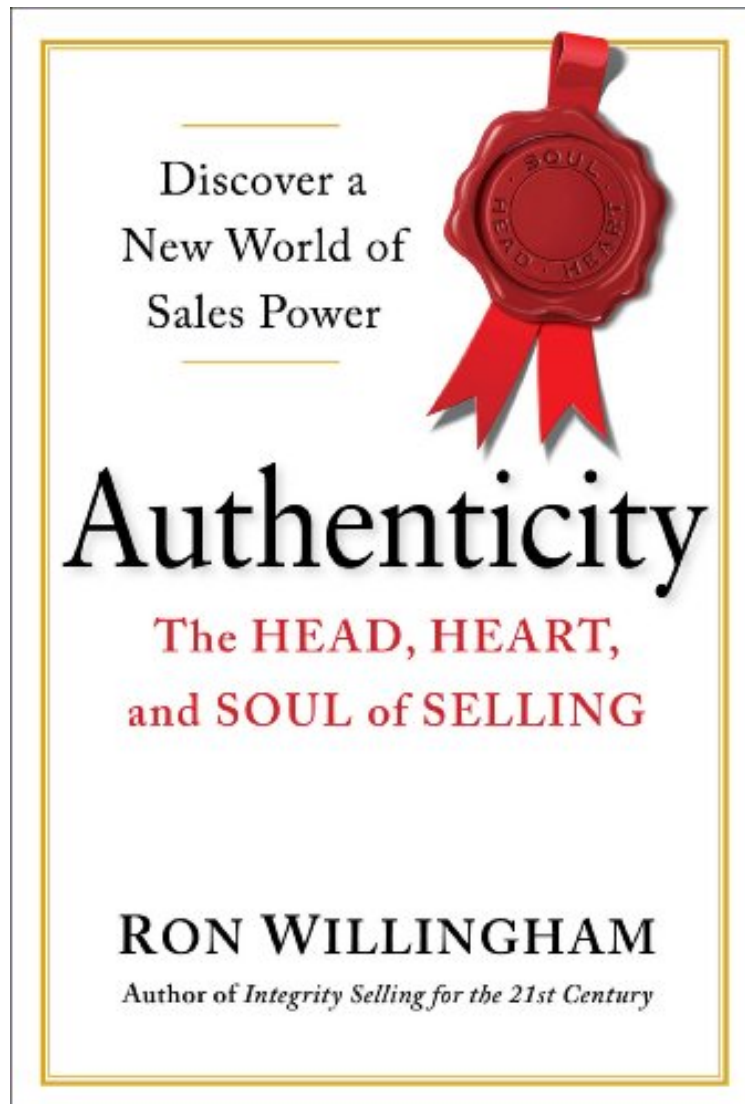


Authenticity: The Head, Heart, and Soul of Selling

Ron Willingham

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Ron Willingham : Authenticity: The Head, Heart, and Soul of Selling before purchasing it in order to gauge whether or not it would be worth my time, and all praised Authenticity: The Head, Heart, and Soul of Selling:

2 of 2 people found the following review helpful. The best sales book on the market today!By Julie HutchinsonI have been in sales and sales management for over 25 years. I studied sales trainings and incorporated cutting edge "soft skills" into my tool box. When I came across this book I was so impressed that Ron Willingham put together a sales methodology and system that incorporates the whole person. Ron's book gets to the heart of the matter; value based selling from an authentic vantage point. This book begins with laying the foundation for success by creating a purpose driving mission statement. It then walks you thru the 6 step system in its entirety

explaining the methodology to bring value to your clients. This system tops anything I have seen on the market today. In an age where the consumer has many choices and options, sales people have to be more authentic and bring more value than ever before. Thank you Ron Willingham for creating a system that will revolutionize the way we sell! 0 of 0 people found the following review helpful. This book has transformed my business. By Rebecca Coleman-Roush I liked this book so much I have given away 4 copies of it. I am doing a group study of the book with several friends. It will help ANYONE become a better listener and a more effective business owner. 2 of 2 people found the following review helpful. You do not have to be in sales to benefit from this book! By Kenneth Flott Ron Willingham has shown time and again he understands selling, building relationships and most of all people. There is more than just sales advice/approaches in his books. Much more. I've been through a number of sales trainings and Ron's approach is one you can feel good about, learn something about yourself and the customer and be very successful with.

Most sales training focuses on getting to know the product, analyzing the market, and identifying the competition, but there is more to sales success than that. Successful selling takes three types of preparation:

- The what: knowing the product, the industry, and the competition
- The how: applying the knowledge, enhancing social interaction, developing relationships, and dealing with emotional ups and downs
- The why: understanding the customer's purpose, intention, values, inner belief boundaries, and self-value

Emotional factors are powerful contributors to sales success. In this book, you will go beyond the what to the how and why, and learn whole-being selling—selling that utilizes the head, heart, and soul and brings mental, emotional, and spiritual forces together. In Authenticity, sales expert Ron Willingham shares new discoveries about the deeper causes of sales success or failure, and offers a step-by-step guide to:

- Develop stronger client relationships through enhanced social skills
- Increase the value you bring to customers (and feel more worthy of success and compensation)
- Boost sales by learning and applying the fundamentals of client-focused selling

"Authenticity guides one to create a strong personal character, lovingly put into service to the larger whole of humanity, as a rich foundation for a satisfying and successful life in all fields of endeavor." —William A. Tiller, Ph.D., Professor Emeritus, Stanford University, author of *Science and Human Transformation*

"A great read on the art of selling and what it takes to be successful. I highly recommend this book for anyone interested in increasing their success." —Jerry Colangelo, CEO of USA Basketball and former owner of the Phoenix Suns and Arizona Diamondbacks

"No one knows the heart, head, and soul of selling as well as Ron Willingham. Authenticity is how everyone should approach selling today. I love the book." —Pat Sullivan, CEO of Contatta, founder of ACT! and SalesLogix, and pioneer of CRM systems

"In an era when trust is so fragile, the professional sales person must be able to sell with both heart and head—demonstrating both vulnerability and competence. A well-balanced combination of EQ and IQ is the formula for success in today's world of sales. Ron Willingham puts theory into practical terms in his latest insightful masterpiece. Read it, study it, and apply it for your successful journey into mega-sales." —Jeff Hughes, CEO of GAMA International

About the Author Ron Willingham is the author of 11 books, and more than 20 training courses that have been conducted in 130 nations, with more than 1.5 million graduates. In the early 1980s, his Integrity Selling course was the first to combine client-focused, needs-based selling concepts aimed at creating actual behavior change. He was the first chairperson of the National Speakers Association's Sales Trainers Group. After entering the training and development field in the mid-1960s, he worked with great thinkers in the human potential field including Dr. Maxwell Maltz, author of the bestselling book *Psycho-Cybernetics*, and W. Clement Stone, author with Napoleon Hill of *Success Through a Positive Mental Attitude*. His unique Authentic Salesperson course, upon which this book is based, was launched in 2011