



# Secrets of Closing the Sale

*Zig Ziglar*

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## Secrets of Closing the Sale Zig Ziglar

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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