

Book Review – Baseline Selling

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Focus: Sales and selling

This is a great book for anyone in any level of sales. Having been in sales for over 20 years and having listened to countless sales gurus, including Dave, I finished this book with at least 12 new ideas about selling that we will use in selling our services and that we will teach to our clients. Here is a quick run down on what I think you will get out of this book:

1. Goal setting. It's more than "Baby needs a new pair of shoes." Dave breaks it down to the fundamentals of the job of selling. If you take the time to breakdown your business components you will identify the "1" think that you really must master to become more successful. Make that "1" thing your goal.
2. A sales plan is not the same as the sales methodology. What is your plan for success? Your methodology might be great but if your plan isn't in alignment with hitting your personal goals chances are you are working way to hard.
3. Chances are you are avoiding certain behaviors: calling, asking for referrals, getting to real decision makers. Could be because of lack of confidence in that area. Dave gives you great detail on how to correct the confidence problem.
4. Stop settling. Get to first base and stop settling for: "I made the calls." I've sent some information and will follow up next week." This book will guide you through a more effective way to get to first base.
5. Becoming unique is one of the greatest challenges in today's marketplace. With his "commodity buster" concept you can develop a plan to differentiate you from the competition.
6. Page 58 will give you a great guide to turn more phone contacts into appointments
7. Learn to create urgency by identifying a prospect's true motivation to even meet with you. Without urgency you end up on an endless cycle of call backs and "not in."
8. Budget busting. Don't take the term to literally but understand that you don't always have to have the low price and you don't always have to sacrifice margin. Dave takes you through a very detailed discussion about helping the prospect create a budget to pay for your product or services based on the 2:1 rule of ratios.
9. This was huge: No more presenting multiple options. All that does is confuse the buyer. Bring them the option that they agreed to during the discovery phase of your relationship. Have the information that verifies that you've done your homework but give them "THE OPTION" that solves their problem.
10. THIS IS HUGE: The purpose of the presentation is to demonstrate that "you get it." God what an insight. This is what the client really will base their decision on – did you get it and do you get it? NOT do you have a good price. This is giant!

I hope that these 10 insights will inspire you to get the book – (click on www.amazon.com here in our website right now) – read the book and start selling more, more quickly at higher margins.