

ULTIMATE SELLING The Art and Science of Sales Success

WHO SHOULD USE THIS BOOK?

Ultimate Selling focuses on the needs of salesmen and women who want to be true, productive selling professionals. It's also a useful tool for sales managers and teams. Many of the concepts apply directly to C-level executives, since achieving a high success rate for new business development is a top down objective.

While many of the concepts and ideas in this book may appear familiar, I trust you will find their application to be significantly different. Our method is actually the *opposite* of most selling methodologies in use today.

Sustainable growth and profits are the desired outcomes. Long-term customer retention is assured when a sale serves your customers' vested interests, today and beyond. We teach selling with both immediate and residual value in mind.

Increased profitability is also a direct result of reducing expenses and resources used in pursuit of opportunities with little or no chance of success.

With the change in buying options and challenges that the internet presents to selling organizations, we believe that a contemporary process must include selling techniques designed to attract customers on factors beyond price.

Ultimate Selling works. It will have positive effects on individuals and departments across an organization. How well it works will be determined by you. If you apply the tenets of Ultimate Selling, I'm extremely confident you or your organization will never go back to your current way of pursuing sales. Ultimate Selling is all about maximizing successful outcomes! It's about the pursuit of perfection. Nothing in sales is perfect but we'd rather pursue perfection and achieve a higher level of success.

This book provides you with specific guidance about what to do and say when involved in selling. It's definitely not theory or fiction, but the result of years of experience in real-world selling.

Becoming an Ultimate Seller is like a large puzzle. As you discover how each piece fits, you will get closer to discerning the whole picture.

Best wishes for great reading, great application and the ultimate outcome: great selling.

—Jim Martin