



The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible

Brian Tracy

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Double and triple your sales—in any market.

The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before.

It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible Details

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From Reader Review The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible for online ebook

Keshav Bhatt says

This is a really useful & practical book on all the key things you need to know when it comes to sales, persuasion & consumer psychology. As ever, Brian Tracy's ideas are both easy to understand, practical and well thought through. And I think this is one of the biggest assets & strengths all of his work has. Everything I got from this book too was useful and immediately applicable to my own sales & marketing strategies making it massively helpful towards my own business' endeavours.

Here are my favourite quotes & lessons from the book:

- "You have a healthy personality to the degree to which you can get along with the greatest number of types of different people."

- Don't ask what do you think at the end of any sales conversation..no one ever does actually go away and think about it. The close of a sales call/conversation is not effective when you leave things too open ended this way.

- Its all about your inner game and confidence. Fearing rejection and harbouring self doubt damages a lot of the chances of the sale happening before its even happened. In most companies 80% of the sales are made by 20% of the sales people. The difference between you and them doesn't have to be huge. It could just be winning by a "horsenose". Instead of having an amazing pitch, have really clear ways of asking questions to find out their problem..then sell them & share how your solution will help them.

- People buy based on their reasons not yours. This is a key thing to keep in mind. And in addition, based on how they anticipate they will feel as a result. Trigger and tap into their deep human need for status, importance and value as motivational drivers and remember: Emotions distort evaluations. We make emotion based decisions, then justify them with logic.

- Set a goal to improve your earning by 25 to 50% at a time. This makes it enough of stretch but achievable at the same. Often people become too ambitious (I've made this mistake too in the past) as it's great to state really lofty goals and feel empowered by saying them. Or they make the mistake of not aiming for improvements at all. This is a manageable in between, leading to a compound effect of powerful growth.

- The one who asks questions is in control of the frame. So ensure you are using this to guide the sales process/conversations towards the close. What if they ask a question though? If they do, then reply by acknowledging the question ("thats a good question... Can i ask you something first?" for example)

- Quality and price are a given. People assume that they are getting a good price (most often) and also that the quality is high. Focusing on these as reasons they should buy isn't an effective persuasion tool. Instead you need to focus on utility and how it will help them (especially tapping into the emotional drivers mentioned above)

- Brian Tracy mentions he used to let prospects at the end of a sales process "think about it". But now he

doesn't. Why? Because its better to state that you have a policy of no callbacks and ask them to make a decision. This comes across more assertively and helps you save your own time & energy. You've given them all the info they need during the process to make an informed decision. Don't be afraid to ask for that decision and be ready to move on. This also reminds me of the idea of hell yes/no that Rich Litvin & Derek Sivers advocate to prospects in sales too.

- How you dress and appear is vital. From your clothes to your environment. This particular point was well explained in the book and something that made me appreciate even more the importance of dressing well. I had mistakenly assumed that your physical appearance wasn't as vital in a business environment. Especially as now it is the norm to see more relaxed casual attire in workplaces. However, even if it has a marginal gain, it is still worth pursuing, and as we know, not every choice or judgement is logical. So why put yourself in a position you can avoid? Especially if these small adjustments (wearing a tailored suit and some nice brogues for example) will help with the direct outcomes you seek.

Thuy says

Wow. Do you have an insurance or financial person in your life that you really like? How do you describe that person? Is it hard to define what makes them different, other than 'Not a sleaze like all the others out there.'? With this book, you will understand why. It will help you gain a new perspective on the selling profession and the appropriate ways to go about applying the skill of selling to your daily life. You will immediately see a difference in the way things are working for you, once you try some of these methods.

Selling happens quite often in our day-to-day lives, in ways we may not often think of as selling. It happens at work and in parenting when you're trying to convince someone to your way of thinking and getting them to adopt your idea. It happens on job interviews and also when you're making transactions (such as asking for that sweet new customer discount from your internet provider, even though you're an existing customer).

If you've read 'How to Win Friends and Influence People' and enjoyed it, I believe you will find Brian Tracy's book on 'The Psychology of Selling: How to Sell' as illuminating as that text. Highly recommended.

Alexa Athelstan says

Informative. But very basic & I don't work in sales. Totally not my kind of thing.

Cullen Haynes says

We are all entrepreneurs...Why? Each and every one of us is a Personal Service Corporation. It's us who decides, who we are, what we do and how we achieve. And what's more, despite your title, we're all in Sales. As legend Z.Ziglar said, 'if you're in the business of dealing with people, then you my friend are in Sales.' However, despite being one of the most exciting professions in the world, the problem many of us face, is simple...we wing it.

A Doctor went to Medical School, an Advertiser learned Marketing, a Lawyer studied the Law. However ask anyone what they study, read or listen to, to excel in Sales and more often than not, you will get a blank

Moreover, what made me be extremely cautious of EVERYTHING. explained in the book is the fact that I found many of the so importantly quoted "experiments" or "test" to be false. These experiments and studies did not take place and are purely invented of myths altogether.

This leads me to think, if these examples are not true, then what else is not?

A perfect example is the "people who write down their goals achieve them 90% more often than people who don't". This is a myth, there has been no study whatsoever proving this to be right.

Yet the author uses the same example over and over as if it was the secret to sell millions.

I leave the rest to your own judgement.

Honeya Ordoubadi says

Wow... I could have sworn this was written by Don Draper himself! To be fair, there are some very time-tested techniques in this book, but on balance, it's so outdated (as if it were written for traveling salesman in the 60's) and you can get more current tips from any number of books or Ted talks or Youtube videos... (example: chapter 5 on how long your hair should be). It also doesn't provide any guidance for the modern world in which the salesperson is no longer the 'expert' with the advent of the internet and free flow and dissemination of information. Honestly... unless you are completely a novice or lost or need rigid and simple guidance skip this book.

Vaishali says

Just when you thought he couldn't get better, he does.

Brian Tracy's words simply cannot be missed, no matter who you are or what you do.

Note: I have *NOT* included his selling tips here; there's just no way how.

"The most successful organizations in the world are all superb selling organizations. They recognize they have certain products, but they rise or fall depending on the quality of their sales efforts."

"There's a direct relationship between your self-concept, and the performance of your effectiveness in every area of your life. Each one of us has a self-concept, and ... always performs in a manner consistent with it."

"Once you know you are successful at selling, you can go anywhere in the world and write your own ticket."

"We cannot earn in the outside world what we cannot in our own minds. We must achieve it in our minds before we achieve it in our realities. This is just a fact of life."

"We must become more confident and skilled in a new area."

"How much you like yourself is the key determinant in how you perform in everything you do. The more you like yourself, the less you fear rejection."

Fact: 80% of sales are closed after the 5th request to buy.
Only 10% of salespeople make 5 requests

"If you become a perpetual self-esteem generating organism, that alone will contribute to your income more than any other thing."

"All successful sales are based on one factor: friendship."

"A person will not buy from you until they are genuinely convinced that you are their friend and acting in their best interest."

"You have a healthy personality to the degree to which you can get along with the greatest number of types of different people."

"The person who really likes himself has the greatest facility for making friends wherever they go."

"When you are really down with yourself, you can only get along with very few people, and then only those of average temperament."

"The very best salespeople have the natural ability to make friends easily with prospective customers."

"A sale is a transfer of enthusiasm... a transfer of your emotional commitment and belief in that product."

"We back our sales efforts with will power and determination."

"The reason why so many people fail is that they do not stay at it long enough and hard enough to get those first few winning experiences that raise their self-esteem and self-concept that set them off to a successful career in selling."

"No matter what happens, say to yourself 'I will never, ever, ever give up. I will never stop pushing. Nothing is going to make me stop until I am successful.' Making that decision alone causes your self-esteem to go up."
"

Psychological Make-up of the Superior Salesperson

1. High levels self-confidence/esteem
2. Accepts 100% responsibility for their results
3. Above-average ambition and desire to sell
4. Empathy
5. Intensely goal-oriented
6. Belief in themselves, their product, their company, and the value their giving to the customer
7. Honesty
8. Turns strangers into friends

"Winners work damn hard. Winners are absolutely determined to win, and are willing to pay the price."

"Average salespeople look at a prospect as a one-time ask; top professionals look at each customer as if they

will be doing business with them for the next 20 years."

"Empathy: we care about our customers and would never sell them something that wasn't good for them."

"Superior salespeople like goals: They know what they will earn each quarter, each day, each year. They know how many calls they're going to make, and what they're going to do with the money."

"Money doesn't come quickly or easily. It comes only with persistent work continuously over an extended period of time."

"If you cannot put your whole heart into selling, you will never be successful."

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Jeff Hennore says

Amazing book! Tracy helped me embrace the fact that I am a salesman, and to not be ashamed of it. He gives great pointers on how we can be in the top 1%, which I have implemented and found great success in doing so. I think that every salesman should read this book!

Allen Howard says

Brian Tracy is very motivational and based on good ethical principles. I found the "Psychology of Success" better than this one. This book seems to be an application of the same principles but with a focus on selling. I recommend Psychology of Success over this one focused more on Selling. Still this was a good read/listen. I'm a professional Salesperson with around 15 years in Business to Business sales in the technology sector. The principles are good solid fundamentals and it was a good refresher for me to think about.

Rick Yvanovich says

This is a really good sales book whether you are new to sales or a veteran, it's stuffed full of wisdom and nuggets of gold.

Cesar Millán says

To me one of the best books that you will ever find about selling, but not just for selling goods or services, but yourself in any field that you develop. Like it or not we are always selling and being sold, so what are we waiting to start learning about this process and take the whole rides of our lives. Brian Tracy in a gently manners teach us that the best sellers aren't born, actually they are made, they prepare themselves and they have a lot of balls and hustle, that we can develop too. Let's start selling ourselves, with a writing plan and accomplish all of our dreams.

Mike Hohrath says

This is a fantastic book by Brian Tracey. He takes us inside the mind of a Sale person and the client during a transaction and unlocks the secrets to successful sales methodology. Since sales is a very emotional process, the salesperson needs to have their attitude, strategy, and perspective at peak levels to achieve high performance.

Mr. Tracey gives the reader a ton of very good strategies that most people who read self-improvement are familiar with, setting goals, positive affirmations, studying and following the lead of successful people, and he presents all this material in the lens of the sale process.

I would highly recommend this book to anyone who needs to sell in their professional life, this is my second time reading it, and I can easily see myself coming back to it again and again as I get older.

Jason Ong Wicky says

Mundane stuff. Top producers earn way more than the rest. 80/20. Winning edge. Need the foundation.

blah blah blah. saying some points but seldom teaching how. For Eg, you need enthusiasm, you need to be different from others but how? any tips?

A couple of outdated or wrong info: You don't close a insurance deal on the first session because you need to go back, gather info and come back again. outdated.

Brian Tracy's books are mostly informational but have little stories or examples.
