



The Art of War Plus the Art of Sales: Sun Tzu's Strategy for Salespeople

By Mr. Gary J Gagliardi, Mr. Sun Tzu

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Two books in one! The complete text of the only award-winning English translation of Sun Tzu's *The Art of War* PLUS a special adaptation for competitive sales success. This was Gary Gagliardi's, one of America's most award-winning authors on strategy, first adaptation of Sun Tzu, written for the salespeople of his own software company that became one of the Inc. 500 fastest growing companies in America. The sales methods presented in this book follow Sun Tzu's principles line by line, with the complete text of *The Art of War*. *The Art of War* is on the left-hand pages, and the sales adaptation, *Sales Warrior*, on the facing right-hand pages. Readers get both the proven philosophy that has survived 2,500 years and a practical sales adaptation of those ideas. Below we offer a brief description of each of the sales chapters. 1. Sales Analysis covers Sun Tzu's basic sales concepts and the five factors that determine success in sales. 2. Choosing to Sell analyzes the investment you must make selling and the way you generate income quickly and easily. 3. Planning Your Territory discusses the importance of focus, using your time well, and the five ingredients you need to win customers. 4. Sales Position talks about how to use the six steps in the sales process to avoid losing customers while you patiently discover how to win them. 5. Persuasion explores the way you combine standard and creative techniques to sway customers, and the timing necessary to close them. 6. Disadvantages and Advantages shows you how to build a dominant position with the customer and how you manage different types of customers. 7. Sales Contact explains how to control the sales situation and how your efforts alone determine its outcome. 8. Adjusting to the Sales Situation emphasizes flexibility. It explains how to respond to the circumstances in which you find yourself. 9. Moving Sales Forward concentrates on sales to businesses. It covers the different types of organizations you have to sell to and how to deal with them. 10. Customer Relationships discusses the different types of customers. It reveals how customer nature determines your relationship with both them and the competition. 11. Sales Situations is the longest and most detailed chapter. It analyzes the nine common sales situations and shows you how to respond to them. 12. Using Customer Desire concentrates solely on getting you to think about what the customer wants and how to address those desires. 13. Using Questions focuses on mastering the five types of sales questions. In Sun Tzu's

view, your success comes from knowledge and knowledge only comes from asking the right questions.

Sample Text

Sun Tzu said: This is war. It is the most important skill in the nation. It is the basis of life and death. It is the philosophy of survival or destruction. You must know it well. The sales warrior hears: 1 This is selling. It is the most valuable skill in any business. It can bring you fortune or poverty. It is your path to success or failure. You must study sales seriously. Your skill comes from five factors. Study these factors when you plan war. You must insist on knowing your situation. 1. Discuss philosophy. 2. Discuss the climate. 3. Discuss the ground. 4. Discuss leadership. 5. Discuss military methods. Five factors determine your skill. Consider these factors when you analyze a sale. You must know your strategic sales position: 1. Talk about your sales philosophy. 2. Talk about the changing trends. 3. Talk about your customers and prospects. 4. Talk about your sales talents. 5. And talk about your sales process.



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**The Art of War Plus the Art of Sales: Sun Tzu's Strategy for Salespeople By Mr. Gary J Gagliardi,
Mr. Sun Tzu Bibliography**

- Rank: #1736674 in Books
- Published on: 2014-03-07
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .50" w x 6.00" l, .67 pounds
- Binding: Paperback
- 222 pages

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Editorial Review

Review

Two books in one, this retranslating of Sun Tzu's classic warfare text, The Art of War, runs side by side with Gagliardi's application of it to the business of selling. Both are excellent guides to their subject...the material it delivers provides the weapons any sales professional needs to achieve his or her mission and win. --F. JOHN REH, About.com Guide to Management

In these hectic and competitive times, you always need to know better ways to sell. The Art of War for the Sales Warrior is full of techniques that you can read about on your way to a sales call and use during your meeting. I've already recommended it to my clients. --JAN WALLEN, Consultant and Author of "'CRM-Powered Selling'" Column

When you are in the trenches, The Art of War for the Sales Warrior gives you the strategy and tactics to pick your battles and win the war. A unique approach.'" --MARJORIE BRODY, CSP, CMC, President, Brody Communications Ltd.

Language Notes

Text: English (translation)

Original Language: Chinese

From the Publisher

Buying this book gives you access to our FREE Study Guide on our web site with hundreds of pages of analysis of Sun Tzu's competitive system. While testing your skills, this study guide explains each stanza of The Art of Sales and Sun Tzu's method for building competitive advantage in the sales process. You can also use this site to download our free art of war screen saver and motivational posters.

Users Review

From reader reviews:

Jennifer Perez:

This The Art of War Plus the Art of Sales: Sun Tzu's Strategy for Salespeople are usually reliable for you who want to be considered a successful person, why. The reason why of this The Art of War Plus the Art of Sales: Sun Tzu's Strategy for Salespeople can be among the great books you must have is actually giving you more than just simple reading through food but feed you actually with information that possibly will shock your before knowledge. This book is usually handy, you can bring it just about everywhere and whenever your conditions at e-book and printed versions. Beside that this The Art of War Plus the Art of Sales: Sun Tzu's Strategy for Salespeople forcing you to have an enormous of experience for example rich vocabulary, giving you demo of critical thinking that we understand it useful in your day action. So , let's have it and revel in reading.

Mary Gillon:

Often the book The Art of War Plus the Art of Sales: Sun Tzu's Strategy for Salespeople has a lot info on it. So when you read this book you can get a lot of advantage. The book was compiled by the very famous author. The author makes some research before write this book. This book very easy to read you can find the point easily after reading this article book.

Otis Kozlowski:

Within this era which is the greater man or who has ability to do something more are more valuable than other. Do you want to become among it? It is just simple approach to have that. What you must do is just spending your time almost no but quite enough to enjoy a look at some books. Among the books in the top record in your reading list is The Art of War Plus the Art of Sales: Sun Tzu's Strategy for Salespeople. This book which is qualified as The Hungry Slopes can get you closer in turning into precious person. By looking right up and review this reserve you can get many advantages.

William McClanahan:

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