



Discover Your Sales Strengths: How the World's Greatest Salespeople Develop Winning Careers

By Benson Smith, Tony Rutigliano

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For four decades, The Gallup Organization has been gathering information and offering data-driven advice-conducting millions of interviews, compiling thousands of statistics, and building a wealth of facts about what really makes people successful (and happy) in their fields. Now Gallup uses its expertise to offer a unique, interactive StrengthsFinder.com Profile that will identify your top five talents-and help you start getting the most from them in your sales career. Each copy of this book has a special, individualized code that lets you access the StrengthsFinder Profile on the Internet. The product of a twenty-five-year, multimillion-dollar effort, the StrengthsFinder program interviews you and offers an in-depth, individualized analysis of your predominant strengths and personality traits. Using this book, you can then find out how to put your strengths to work in the real world, how others with similar talents have succeeded or failed, and why you may need to make essential changes in your career. Debunking the most-repeated myths about sales-from the myth that anyone can sell to the myth that a good salesperson can sell anything-Discover Your Sales Strengths shows you: * How to understand your top talents in sales-and focus on the ones that will help you most effectively plan your career * How to use your strengths to have an impact on other people-and gain a competitive advantage * How to find the right field, the right company, and the right boss for your talents * Why different approaches to the same sale can both succeed. (There is no one right way to sell!) A book that only The Gallup Organization could create, Discover Your Sales Strengths offers you a powerful new knowledge of who you are, what you're good at, and how you work best. And in today's world of sales, that is the most powerful tool of all.

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Editorial Review

From Publishers Weekly

Unlike many how-to-sell books written by motivational gurus and successful salespeople, Smith and Rutigliano's work is backed up by facts and figures gleaned from 40 years of Gallup research. The authors, both Gallup consultants, dissect stereotypes and debunk popular "myths" about selling to determine that there is no one formula for success, and that training, knowledge and experience cannot make a great salesperson. Instead, they find, great salesmanship stems from exploiting individual talents. Top salespeople succeed by figuring out what they do best and then finding a way and a place to do it. With that argument established, Smith and Rutigliano take an interactive approach to help readers find their own "Signature Themes," directing readers to www.strengthsfinder.com (for which they'll need an "ID code" from a Gallup publication) to gauge whether they fit their current situation by taking a quiz based on a 12-step "hierarchy of employee engagement." Since the authors contend that good managers help sales stars shine, they analyze what makes a good sales manager and relay advice from those they deem "the world's best." This inventive book should help people with a knack for sales achieve better results.

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About the Author

Benson Smith and Tony Rutigliano are leading consultants for Gallup's Sales Force Effectiveness Practice.

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Selling is important--whether you're doing it or hiring people to do it. In a coherent and relaxed audio adaptation, the authors debunk the common myths that education, motivation, or so-called people skills are necessary for sales success. Research they gather from the Gallup Organization shows that sales success is greatest when you play to your strengths, identify the right organizational and product fit, and find the right manager to work for. You can identify your sales strengths by using a code that allows access to an online assessment tool called StrengthFinderProfile. An articulate lesson on sales and an educated nudge to investigate your strengths as a salesperson. T.W. © AudioFile 2003, Portland, Maine-- *Copyright © AudioFile, Portland, Maine*

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