



The Inner Game of Selling: Mastering the Hidden Forces that Determine Your Success

By Ron Willingham

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Selling is 85% emotional and 15% logical. Forget everything you've been taught about selling -- forget the hardsell, forget negotiation strategies, forget those closing techniques. In "The Inner Game of Selling," Ron Willingham debunks the familiar myths about "sales skills," showing that those tired methods are too shallow and manipulative to do anything but alienate potential customers and drain you of energy and dignity. Today's consumers are wise to the old-fashioned gimmicks, extremely informed about their options, and very particular about what they want. The old tricks simply do not work anymore. Willingham, author of "Integrity Service" and CEO of Integrity Systems, opens your eyes to a whole new truth about selling: Your ability to sell is more a question of who you are than of what you know. Accordingly, why you sell is far more important than how you sell. Salespeople perform according to their inner beliefs about themselves, about what it is possible for them to sell and earn, and about what they deserve to achieve. These beliefs set the boundaries of their self-image and ultimately determine their success or failure. Willingham has synthesized his decades of experience, field-tested research, and a career-long dedication to ethical and passionate salesmanship to arrive at the groundbreaking insight that you will sell at your highest level only when you achieve emotional and spiritual alignment. Your sense of your own self-worth combined with a belief in your product will inspire that crucial ingredient in potential customers: trust. "The Inner Game of Selling" shows you how to overcome self-limiting beliefs and move on to a new relationship with your customers and, more important, a new relationship with yourself. Your new inner strengths will truly benefit you and your customers in any sales situation. Willingham is at the leading edge of a values shift in sales culture, from product-focus to personal empowerment. "The Inner Game of Selling" establishes a groundbreaking new paradigm that will utterly transform the philosophy and practice of selling.

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Editorial Review

From Publishers Weekly

Your ability to sell is much more an issue of who you are than what you know," asserts Willingham, CEO of the sales training organization Integrity Solutions, in this workbook-style manual. Moving beyond the usual sales advice about gimmicks and closings, he focuses on the emotional factors behind effective sales and the hangups that prevent salespeople from achieving their full potential. Willingham synthesizes advice from his successful sales seminars, offering self-assessments and scorecards to aid the reader in applying each chapter's lessons. From an initial chapter on understanding the personal context in which one approaches one's job, through chapters on understanding boundaries, breaking through barriers to success and activating the drive to achievement, the advice is much more psychologically oriented than in most business books. Despite occasionally complicated concepts and more warm-and-fuzzy approaches than the average business reader might be used to, this book is worthwhile for salespeople and readers who may be wondering how to move forward in their work or even their personal lives. (Sept. 6)

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From [Booklist](#)

Willingham, founder and CEO of an international training and development company, offers sales advice that centers on the salesperson and not on the gimmicks that are often incorporated into traditional sales programs. In fact, his focus is so personal that it could be a self-help book, with such topics as self-understanding, examining beliefs, blockages to success, and handling the emotional side of selling. Willingham's four core traits for highly successful salespeople are strong goal clarity, high achievement drive, healthy emotional intelligence, and excellent social skills. Using a variety of lists, diagrams, and tests, with a section at the end of each chapter for the reader to keep score on his or her use of material presented (noting that "behavior that gets evaluated, gets improved"), this easy-to-read approach to improving sales skills offers good advice for those in our corporate world, where the demand is enormous for effective salespeople. In presenting an infomercial for his training company, the author also presents a useful road map for sales success. *Mary Whaley*

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Review

"Ron Willingham's book is grounded in solid psychology, and it provides an elegant course in the most fundamental aspects of human performance. "The Inner Game of Selling" is a sophisticated message from a true expert. It's wise, clear, and cuts to the core of what makes a winner." -- Price Pritchett, Ph.D., Pritchett & Associates, Management Psychologists

Users Review

From reader reviews:

Walter Berry:

Do you have favorite book? Should you have, what is your favorite's book? Book is very important thing for us to learn everything in the world. Each publication has different aim or even goal; it means that e-book has different type. Some people really feel enjoy to spend their time and energy to read a book. They can be reading whatever they acquire because their hobby is definitely reading a book. What about the person who

don't like reading a book? Sometime, person feel need book after they found difficult problem as well as exercise. Well, probably you will require this The Inner Game of Selling: Mastering the Hidden Forces that Determine Your Success.

Patrica Fussell:

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Fred Prentice:

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Kelly Jackson:

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