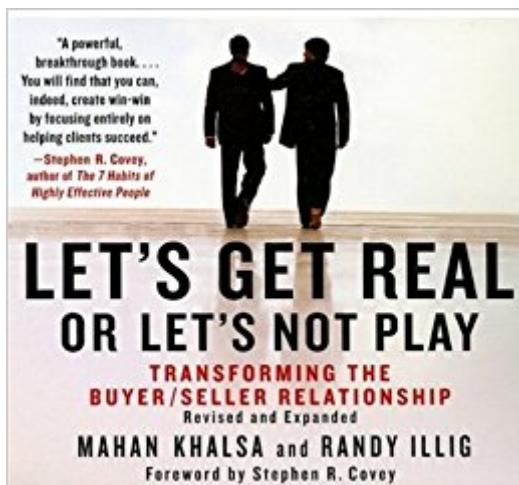


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# Let's Get Real Or Let's Not Play: Transforming The Buyer/seller Relationship



## **Synopsis**

Selling is the second oldest profession, often confused with the first! The notion of selling carries a lot of baggage. As it has developed, sales has often become a fear-based relationship. Customers are afraid that they will be "sold" a bill of goods, or that a salesperson will talk them into something that doesn't help them succeed. On the other hand, salespeople fear they won't make the sale. If they "lose" enough sales, they won't make quota, and they won't personally succeed. In their quest to "close the deal," even some of the world's largest, quota-crazed organizations have, at times, developed a reputation for salespeople who are illusive, ignorant, and arrogant. Buyers don't trust sellers. Because they aren't trusted, sellers have to guess, and often guess wrong. Buyers prove themselves right and create higher hurdles. And so it goes, with neither client nor consultant achieving success. Helping Clients Succeed(TM) is fundamental to the success of any business. This program teaches the listener to become totally client-focused, break down the barriers of dysfunctional business development, and find rewarding, productive business relationships. With honesty, clarity, and authenticity, Mahan Khalsa cuts through the nonsense and focuses on getting results and helping clients succeed.

## **Book Information**

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## **Customer Reviews**

Stephen R. CoveyAuthor of "The 7 Habits of Highly Effective People"This is a marvelous book!

Mahan Khalsa masterfully puts the science and art of influence and sales on higher ground. Stephen R. CoveyAuthor of "The 7 Habits of Highly Effective People"This is a marvelous book! Mahan

Khalsa masterfully puts the science and art of influence and sales on higher ground.

Mahan Khalsa is a world-renowned consultant in business development for Franklin Covey. He graduated with honors in economics from UCLA, and has an M.B.A. from Harvard Business School. Working with Fortune 500 companies, he is an expert in global best practices of business development, and has applied those findings to some of the world's largest and most successful organizations. Franklin Covey is an international professional services and leadership development firm dedicated to increasing the effectiveness of individuals and organizations. They have an extensive client base, which includes thousands of business, government, and educational organizations, as well as millions of individual customers.

Excellent book for sales executives, project managers, and technology professionals! I purchased the audio book from Audible.com and listened to it several times. Also purchased the paperback to reference. Many of the concepts in this book are perfect for technology based projects, specifically software development and hardware based solutions. I've read many books that offer some of the concepts within, however, none articulate them as well, or as thoroughly! I've compiled many of the key points into a document for future reference when working with clients. Utilizing these points, my team and I have increased the quality of our projects and continue to increase our ability to help clients succeed! I wish I found this book much sooner in my career, and I've asked my entire team to read it (as the concepts are important for anyone dealing with clients).

This book is not for everyone in sales. If you are looking for 100 different ways to close a deal, look somewhere else. On the other hand, if you are truly seeking a replicable complex sales methodology, this is for you. If you are a believer and practitioner of The 7 Habits of Highly Effective People, you will recognize that this takes those 7 Habits and applies them to a sales methodology and focuses 100 percent on helping clients succeed. Highly recommended.

This book was alright. I had to read it for a college course. I suppose some of the selling ideas and techniques in this book might seem nuance and fresh, especially for someone that is inexperienced at personal selling. I work as a leasing agent, however, so nothing in this book was new to me.

My favorite sales how-to book of all time. It has become my business bible. The first edition is my preferred version. I've purchased plenty of sales books in my life. This one gave me the tools to

make it happen.

The book contains useful examples and covers the principles behind good sales. I began applying these techniques and principles and results in relationships with my clients and sales improved almost instantly. A must read for people oriented to solve problems and make money during the journey.--El libro contiene ejemplos útiles y cubre los principios detrás de las buenas ventas. Empecé la aplicación de estas técnicas y principios y resultados en las relaciones con mis clientes y las ventas mejoraron casi al instante. Una lectura obligada para las personas orientadas a resolver problemas y ganar dinero durante el viaje.

This book was required reading for a 2-day training class by Franklin Covey for Sales People at my company. The way that the author breaks down the sales process and how to have a fact-finding discussion without sounding "sales-y", is very valuable. You will improve your closing rate by up to 80%, if you use these techniques. If you want a structured logical flow of information from your customers during fact-finding discussions, then this is great training for mastering the "consultant" persona with your customers. Then if you really like the book, check into Franklin Covey's training classes for Sales People online. Good Reading! M:)

Best sales training on the planet! Outstandingly well considered and heavily tested and rehearsed. I took the associated Franklin Covey 2-day training class as well. Excellent. Every sales rep must have this. If you master this system and you will succeed!

A friend recommended this book to me. It took a very long time to read because it was so intensely thoughtful. The flowcharts alone would take up days of study. I think Mahan is a rare voice in consultative sales, as he seeks permission and thinks collaboratively every step of the way. It's almost a meta process in that he's consistently stepping back to 15,000 feet and then in to the granular detail. This is a no-nonsense way to raise the interactivity levels to an all-time high and start to bring order to the chaos of the most complex sales.

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