

Book Review on “Your Successful Sales Career” by Brian Azar

(Review by Gary Tomlinson)

Business Leader Magazine – July 2005 Issue

Are you sick and tired of selling? Do cold calling and prospecting give you a pain in the neck? Does chronic fear of low numbers keep you up at night? Perhaps you’ve got a bad case of sales paralysis and can’t get moving in the right direction. What you need to do is see a doctor. The Sales Doctor, that is. Brian Azar has a prescription for all of your “sales ails.” His unique prescriptions are why I’ve chosen his *Your Successful Sales Career* for this month’s book review.

Your Successful Sales Career offers Brian’s proven techniques not only for selling and earning more than you ever thought possible, but also for building a career plan that will keep you engaged, excited and healthy for a lifetime of five-star selling.

After spending thousands of hours studying some of the richest, most successful salespeople alive, Brian came upon two very surprising realizations:

1. The world’s greatest salespeople don’t “appear” to be selling anything at all. In fact, you’ll never catch a great salesperson making any *irritating* sales pitches or initiating a single close.
2. Despite the fact that the world’s greatest salespeople don’t appear to be selling anything, they still manage to outsell every one of their competitors!

Brian believes that “the traditional self-focused selling approach is no longer effective because today’s new buyers are unwilling to follow you. They don’t want to be ‘sold.’ They want to make educated buying decisions. To make a sale, you must join them on their buying path.” Remember that it’s not what and how you sell something that’s important, it’s what and how your customer wishes to buy that’s important.” And that’s why Brian teaches this simple motto: *In order to sell more, you must first learn to sell less, a whole lot less.*

Brian’s approach is contrary to the “*push, push...sell, sell...get them to say ‘yes’ five times*” style of selling. He believes in the Socratic method of “interviewing by asking questions” approach to selling. This is like a trusted family doctor, who first does an intake interview, including a medical history review, before offering a diagnosis and a prescription. He believes that when calling a prospect, you should think of yourself as a *sales doctor*. Highly effective sales professionals know how to examine their prospects the way a doctor would. They find the pain, make the diagnosis, write a prescription, and start a treatment plan. But, they can’t do any of this without first finding out the answers. That’s why Brian believes *questioning* is the most important skill to develop as a master sales professional. The process of elegant questioning and gathering information are paramount to a successful sales career.

“There is no other profession more misunderstood and maligned than that of professional selling. Can you imagine a mother saying to her child, ‘Bobby, you’ll make Mom proud someday when you become...a salesman!’? It almost sounds like a joke. But here’s a little secret: Nothing happens between you and your customers...between you and your business associates...between you and your friends or loved ones...*until a sale is made.*”

Stretch your imagination for a moment. Consider a world in which...

1. Selling becomes fun!
2. Selling becomes profitable; people actually enjoy doing business with you.
3. Selling becomes simple and natural; you don’t have to act one way with your customers and another way with your family and friends.
4. Selling becomes something you can do all the time, avoiding the “schizophrenia” of ordinary selling professionals.
5. Selling becomes immensely interesting.

Sound far-fetched? Brian has reeducated thousands of salespeople to see their profession in exactly this light. *Your Successful Sales Career* will teach you how to enjoy the process of selling, make more money, create more opportunities, and have more fun than you ever thought possible. In fact, everyone – even the most *seasoned* sales professional looking to attract more business with less frustration and hassle – needs to take a serious look at the principles taught in this book. Each chapter is packed with simple, easy-to-follow guidelines for conducting a pressure-free “interview” that can enable even the world’s most *sales-phobic* individual to effortlessly and consistently win over the hearts and minds of his or her prospects.

Enjoy this month’s selection, *Your Successful Sales Career* and share it with others in your life because as Alvin Toffler says; “*The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.*”