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4.0 out of 5 stars Little Red Book on Selling; Sales is essential for every job function.

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Reviewed in the United States on January 8, 2018. Verified Purchase. This good book on sales tips included the following chapters and key points that I found relevant/useful.

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attack plans for dealing with difficult customers, The Little Red Book of Selling offers the answers to just about every sales question a salesperson could ask, and provides the firsthand experiences and positive enthusiasm to drive them home with vitality and optimism.

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Why Red? Gitomer explains that The Little Red Book of Selling has so much red ink in it and on it for a number of reasons. These include: Red is the color of passion. Passion is the fulcrum point of selling. No passion, no sales. Red is the color of love. If you don't love what you sell, go sell something else. Red is the brightest color.

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## 125 Principles **Little Red Book of Selling: 12.5 Principles of Sales ...**

In the Little Red Book of Selling, Jeffery Gitomer proposes his 12.5 principles on how sales work as they do. Throughout the novel, each principle collectively targets an audience of salespeople and presents them with the overarching question of what drives people to buy certain products



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This is a review of the book, " Little Red Book of Selling ." By Jeffrey Gitomer. I guess most of you would have heard of Jeffrey given that he has a number of best sellers on the market. If you are thinking of buying this book my review may help.

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## **Little Red Book of Selling - Selling & Persuasion**

Little Red Book of Selling - Summary.  
January 2, 2016 Liam.

This is a wonderfully direct book on selling. The below summary is from <http://clivejones.com.au/the-little-red-book-of-selling-jeffrey-gitomer/>.

## **Little Red Book of Selling - Summary -**

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Quotes Showing 1-7 of 7. "Change is not a four letter word...but often your reaction to it is!". — Jeffrey Gitomer, The Little Book of Leadership: The 12.5 Strengths of Responsible, Reliable, Remarkable Leaders That Create Results, Rewards, and Resilience.

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## 125 Principles **Selling Quotes by Jeffrey Gitomer**

—JEFFREY GITOMER,  
author of The Little Red  
Book of Selling and  
Social BOOM! "This  
book connects two key  
dots in the customer  
equation: knowing why  
your customers  
uniquely do business  
with you and taking  
actions that cause  
them to repeat that  
choice more  
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Jeffrey Gitomer's Little Red Book of Selling IS that other half of business you need to know. It's a must-have book for any entrepreneur or business owner. And in it, Jeffrey outlines 12.5 (catchy huh?) principles to help you sell anything. Let's take a look at them ...

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reference guide for the salesperson who wants to learn how to sell their most important product of all—themselves. This book gives the reader 12.5 principles to improve selling themselves. There are at least three principles the author repeats, in one form or another, throughout the book.

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That's why Little Red Book of Selling is short, sweet, and to the point. It's packed with answers that people are searching for in order to help them make sales for the moment—and the rest of their lives.

Strategies and answers from a lifetime of selling, from the bestselling author of The Sales Bible.

**Jeffrey Gitomer's**

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## 125 Principles **Little Red Book of Selling by Jeffrey ...**

The Little Red Book of Selling could also be titled the Little Red Book of Buying. The subtle difference in sales between the successful and the unsuccessful is the difference between trying to sell what you have and creating the atmosphere where the prospect will buy what you have. People don't

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## 125 Principles **The Sale is Defined by the Customer**

Winner of the 2009  
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Business/Educational  
Audiobook Sharing  
strategies and answers  
from a lifetime of  
selling, Jeffrey has  
packed The Little Red  
Book of Selling with the  
information you've  
been searching for.

## **The Little Red Book of Selling by Jeffrey Gitomer** ...

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In 1966, Mao Tse-Tung published The Little Red Book of his quotations. Sales whiz Jeffrey Gitomer now offers its namesake: the Little Red Book of Selling. Like Mao's book of political orientation, Gitomer recommends that you read his book of sales instruction over and over.

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Bard Press, 2005, 219

pp., ISBN

1-885167-60-1

[www.gitomer.com](http://www.gitomer.com)

Jeffrey Gitomer is an optimistic, audacious salesman, a sales trainer, and the author of several books on sales. Following are tidbits from the book.

“If they like you, and they believe you, and they trust you, and they have confidence in you...then they MAY buy from you.”

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## **Book Notes by David Mays**

### Book Overview

Salespeople hate to read. That's why Little Red Book of Selling is short, sweet, and to the point. It's packed with answers that people are searching for in order to help them make sales for the moment--and the rest of their lives.

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