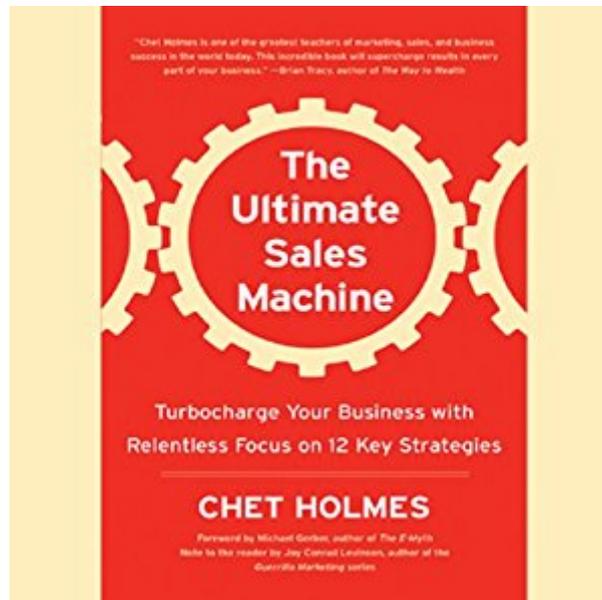


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# The Ultimate Sales Machine



## Synopsis

Chet Holmes has been called "one of the top 20 change experts in the country." He helps his clients blow away both the competition and their own expectations. And his advice starts with one simple concept: focus! Instead of trying to master four thousand strategies to improve your business, zero in on the few essential skill areas that make the big difference. Too many managers jump at every new trend, but don't stick with any of them. Instead, says Holmes, focus on twelve critical areas of improvement "one at a time" and practice them over and over with pigheaded discipline. The Ultimate Sales Machine shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve. Like a tennis player who hits nothing but backhands for a few hours a week to perfect his game, you can systematically improve each key area. Holmes offers proven strategies for:

- Management: Teach your people how to work smarter, not harder
- Marketing: Get more bang from your Web site, advertising, trade shows, and public relations
- Sales: Perfect every sales interaction by working on sales, not just in sales

The Ultimate Sales Machine will put you and your company on a path to success and help you stay there! --This text refers to the Hardcover edition.

## Book Information

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## Customer Reviews

No matter what business you are in, no matter what product or service you provide, you can benefit from the wisdom of the "Ultimate Sales Machine". The book starts off where most of the work is needed ... with top management. Everyone today complains of too much to do and too little time. Chet describes how he cut his work days from 16 hours to a normal work day and got more done in the process. The first step is to become proactive rather than reactive. Adopt the mantra, "If you

touch it, take action." We let our desks pile up with material that we read, examine and think about but never get around to taking any action on. Develop the habit of touching a letter, memo or report once. Take action and get it off your desk. We also let the small interruptions rule our day. Eliminate these pesky interruptions by scheduling "got a minute" sessions. Also hold regular staff meetings where general questions can be answered for the benefit of everyone. Most of us are good at making "to do" lists. Chet's offers some excellent advice. Never have more than six items on your list. Make sure those are the most important things for you to get done. Leave the minor tasks off your list and only work on those things on your list. The book is divided into twelve chapters or steps which if you implement all the steps will totally transform your organization. Chet stresses the importance of strategic thinking as opposed to the reactive style of most managers. He has a very interesting and unique approach to hiring superstars. Age and background are not relevant. Results are the only thing that counts. While his approach is a little bold and many people will be reluctant to try it, it is very difficult to argue with success.

I am another one who does not understand why this book has gotten so many 5-star reviews. Essentially, I have just finished reading "How to Sell without being a Jerk!" by John Klymshyn and these two books seem to pull at the same topic from two completely different angles. Chet Holmes' take on Sales is, I feel, to wear the client down with repeated calls and sales pitch till they give in. He advocates that someone with High Influence (that is, an ability to empathize with others) and a High Ego (High drive and determination - never say die attitude) is absolutely necessary to be a Superstar Salesperson. At the end of the day, this never say die attitude requires you to push your product (because you feel that it is good for your client, regardless of what he thinks) relentlessly until he gives in and buys from you. All this is good as long as the product which your client buys works out for him at the end. Alas, I'm into Structured Products Sales in a Private Bank and sometimes we all know that some products do not work out well if the markets are not cooperative! The failure of a product is never covered in any of Chet's materials. All his stories have happy endings - the executive who after 6 months gave in and bought advertisement space (through his relentless selling) and again bought more advertisement space after some more months when the first series of advertisements did not make any impact FINALLY saw the truth in Chet's words when his sales jumped etc etc - Never has Chet's advice been wrong or the products he sold not worked out (or these have been pleasantly omitted). I think the book has some useful gems to take away and it has helped me address some of the weaknesses in my own selling.

Chet Holmes knows his material very well and has the ability to not only say it concisely, but he can also present it in clear and memorable ways. He packs a whole lot of information into 245 pages and I am certain you can find more than enough useful information here to justify the price of the book. The title refers to the book's emphasis on fashioning your entire organization to support your sales and marketing efforts rather than just having a sales department. This makes a great deal of sense to me. Holmes starts with making sure that you, the reader and leader of your organization, are managing your own time most efficiently. The principles he lays down here also have resonance with the principles he will present later. Holmes also demonstrates the values and benefits of deep and ongoing training of all your employees. Some companies consider it a luxury and cut back on it the moment any trouble occurs. This is a mistake, according to the author. Training gets everyone on the same page, helps them be more efficient, and, when handled properly, motivates them to higher performance. Meetings consume way too much time. We all know that. Holmes shows you how to use them to greater effect in less time. He also talks about how you need to become a brilliant strategist and a great tactician. This is more easily said than done, but with what he provides you here, improvements are possible. Holmes then talks about hiring superstars rather than just staffing your departments, how to get the best buyers (not just customers), the seven musts of marketing - how to turbocharge your efforts, using compelling visuals to close more sales, and the nitty-gritty day-to-day work of going after those best buyers he talked about earlier.

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