

A Review of:

What Every Great Salesperson Knows

A No-Nonsense Guide for Sales Success

By

Robert Arzt and Howard Russell

There are many sales improvement books that identify and discuss the basic elements that go into a successful sales career. Components such as a positive mental attitude, affirmations, visualization, preparation and organization are not new ideas. Authors, Robert Arzt and Howard Russell's clear understanding of this is conveyed in the title of their new book, "What Every Great Salesperson Knows."

What differentiates their book is that they not only do an excellent job of identifying 15 sales success factors, but they present concrete workbook exercises that help the sales professional to assess and develop these skills in their own practices. These exercises are accompanied by a clear discussion of what is important, why it is important and how it affects productivity. When combined with the workbook exercises and excellent case studies the book becomes what the subtitle announces as, "A No-Nonsense Guide for Sales Success." It is concise, practical and excellent.

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