



Practical and inspiring ★★★★★

April 26, 2010

By Rebecca Haden

### **Sell With Confidence (Paperback)**

Paul Vitale is a motivational speaker, and this is a motivational book. Much of the book focuses on having the self-confidence to make a sales pitch.

Many businesspeople feel that sales is something they're just naturally good at or (more often) bad at. Many more recognize that sales is unavoidable in their work, but see it as a burden -- something they have to suffer through so they can do the work they prefer. In fact, I've read that the average professional salesperson spends 15 minutes getting into the mood to make that first call of the day. For the thousands who aren't professional salespeople and yet have to make sales -- job hunters, entrepreneurs, small business owners, fundraisers -- the level of anxiety and procrastination can be enormous.

Vitale doesn't just provide a pep talk. He goes into the daily habits that lead to self confidence when giving a presentation or making a sales call, from caring for your health to establishing a daily work routine, from analyzing your competition to maintaining a professional appearance. While some of the reminders -- make sure you don't smell bad, for example, and check to be sure that you have all your marketing materials -- may seem obvious or even excessive, the truth is that being absolutely sure that you've covered all the details truly increases your self confidence.

Once these basics are covered, Vitale goes into the structure of a successful sales call. How to approach the gatekeeper and the decision maker; taking the call from introduction to listening to presenting to closing; following up on the call later. This section of the book goes into details for successful sales (Don't provide more alternatives after you've closed the sale) but maintains an attitude of integrity and respect throughout.

A lengthy final section offers quick solutions for a variety of needs, from good phone skills to dealing with angry customers. These pages are labeled "tips," but each is a meaty page or two, with checklists and action items. The bonus is a thorough discussion ("20 Tips") on customer care.