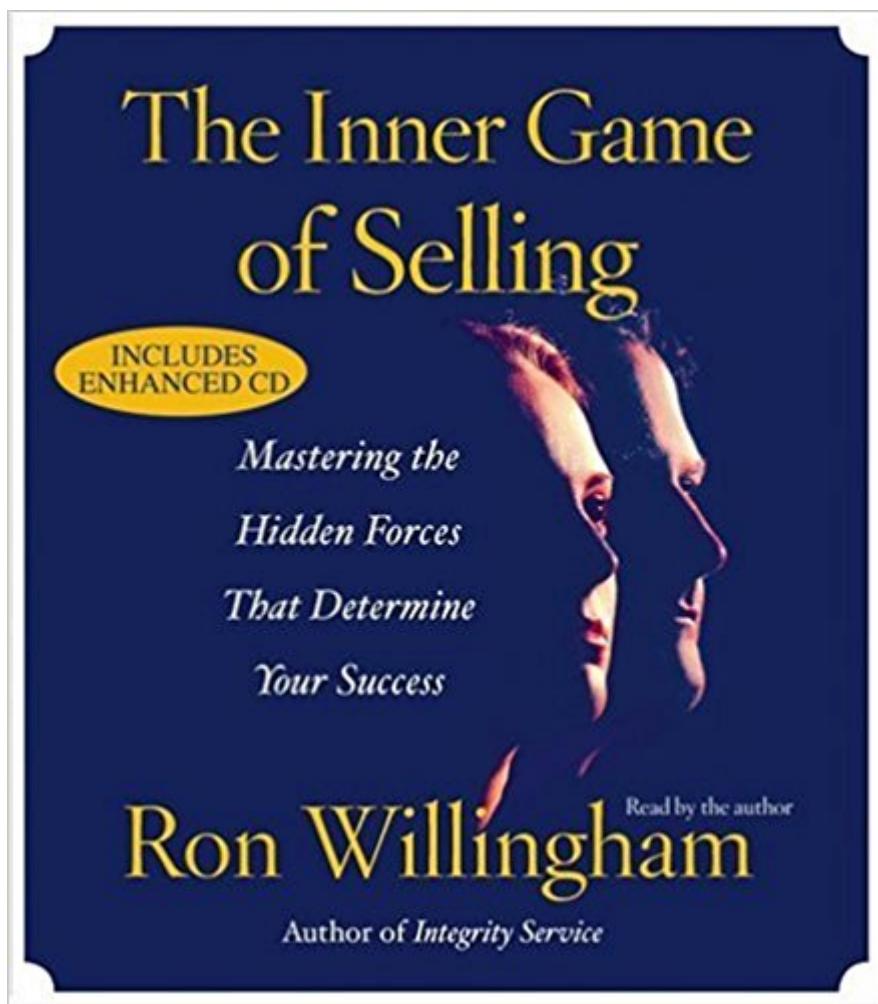


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# The Inner Game Of Selling: Discovering The Hidden Forces That Determine Your Success



## Synopsis

Selling is 85% emotional and 15% logical. Forget everything you've been taught about selling -- forget the hardsell, forget negotiation strategies, forget those closing techniques. In "The Inner Game of Selling," Ron Willingham debunks the familiar myths about "sales skills," showing that those tired methods are too shallow and manipulative to do anything but alienate potential customers and drain you of energy and dignity. Today's consumers are wise to the old-fashioned gimmicks, extremely informed about their options, and very particular about what they want. The old tricks simply do not work anymore. Willingham, author of "Integrity Service" and CEO of Integrity Systems, opens your eyes to a whole new truth about selling: Your ability to sell is more a question of who you are than of what you know. Accordingly, why you sell is far more important than how you sell. Salespeople perform according to their inner beliefs about themselves, about what it is possible for them to sell and earn, and about what they deserve to achieve. These beliefs set the boundaries of their self-image and ultimately determine their success or failure. Willingham has synthesized his decades of experience, field-tested research, and a career-long dedication to ethical and passionate salesmanship to arrive at the groundbreaking insight that you will sell at your highest level only when you achieve emotional and spiritual alignment. Your sense of your own self-worth combined with a belief in your product will inspire that crucial ingredient in potential customers: trust. "The Inner Game of Selling" shows you how to overcome self-limiting beliefs and move on to a new relationship with your customers and, more important, a new relationship with yourself. Your new inner strengths will truly benefit you and your customers in any sales situation. Willingham is at the leading edge of a values shift in sales culture, from product-focus to personal empowerment. "The Inner Game of Selling" establishes a groundbreaking new paradigm that will utterly transform the philosophy and practice of selling. --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

Your ability to sell is much more an issue of who you are than what you know," asserts Willingham, CEO of the sales training organization Integrity Solutions, in this workbook-style manual. Moving beyond the usual sales advice about gimmicks and closings, he focuses on the emotional factors behind effective sales and the hangups that prevent salespeople from achieving their full potential. Willingham synthesizes advice from his successful sales seminars, offering self-assessments and scorecards to aid the reader in applying each chapter's lessons. From an initial chapter on understanding the personal context in which one approaches one's job, through chapters on understanding boundaries, breaking through barriers to success and activating the drive to achievement, the advice is much more psychologically oriented than in most business books. Despite occasionally complicated concepts and more warm-and-fuzzy approaches than the average business reader might be used to, this book is worthwhile for salespeople and readers who may be wondering how to move forward in their work or even their personal lives. (Sept. 6) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

Willingham, founder and CEO of an international training and development company, offers sales advice that centers on the salesperson and not on the gimmicks that are often incorporated into traditional sales programs. In fact, his focus is so personal that it could be a self-help book, with such topics as self-understanding, examining beliefs, blockages to success, and handling the emotional side of selling. Willingham's four core traits for highly successful salespeople are strong goal clarity, high achievement drive, healthy emotional intelligence, and excellent social skills. Using a variety of lists, diagrams, and tests, with a section at the end of each chapter for the reader to keep score on his or her use of material presented (noting that "behavior that gets evaluated, gets improved"), this easy-to-read approach to improving sales skills offers good advice for those in our corporate world, where the demand is enormous for effective salespeople. In presenting an infomercial for his training company, the author also presents a useful road map for sales success. Mary WhaleyCopyright © American Library Association. All rights reserved --This text refers to

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This book is taking me to a whole new level.

The premise of this book is like religion of selling. If you believe people like you they will, if you think positive thoughts good things will happen. This is more of a self-help book than about selling, but some of the material will help you be a better salesperson.

There's no shortage of "Alpha Male" books on the market that will teach you to memorize pre-fab sales scripts and pummel your prospects into signing on the dotted line. Those books have a loyal following, and the people who read them firmly believe that the secret to sales success lies in getting your "mark" to do what you want them to do, when you want them to do it, with as little interaction as possible. Hit it and quit it and find the next village to terrorize. This isn't one of those books. And that's a good thing. Some reviews have painted the book as too "touchy-feely," but I don't agree with that. I believe that people will most certainly rise to the level of success that they have determined, in advance, that they deserve. And the old axiom is true: If you're happy with what you have right now, keep doing exactly what you've been doing, because that's how you got it. That's not pop psychology. That's a certified law of the jungle. But for people who want more, for people who want to have more clients and make more money and just can't seem to get out of second gear, the choice is simple. Those people can either take a "time-out" and gain a better understanding of their beliefs and value system and self-image and how that relates to their performance, or they can keep wishing instead of fishing. When reading some of the more negative reviews of this book, I'm reminded of the standard swipe taken at Norman Vincent Peale's *The Power of Positive Thinking*. "You have to do MORE than think positively," some people say. "You can't just sit around and think positively and expect something to happen!" And in reality, everyone who's actually taken time to read Dr. Peale's book knows that he never suggested that. Thinking positively is a starting point, a launch pad, just like acknowledging the fact that there IS an "inner game of selling." Napoleon Hill and Clement Stone delivered the same message in *Success Through A Positive Mental Attitude*. Earl Nightingale built a career and a company that is still thriving today on one simple message: We become what we think about (*The Strangest Secret - Book and CD Set (How To Live The Life You Desire)*). If you're not convinced, you can go to Google Books and read some pretty lengthy excerpts from the book. You'll see a "buy from" link on the page that will bring you back here when you're ready. My suggestion is to give the book a chance,

with an open mind. It may not be the book you need at this particular moment in time, but that doesn't mean it's not the right book for others.

This is a self-help book for a profession that needs it. If I don't feel good about what I'm doing, then there's certain beliefs that need to be examined. If I like the beliefs, then I need to change my actions. If I don't like the beliefs, then I need to change the beliefs. For example, if I believe my job in selling is to manipulate people, I won't feel very good about doing it. But this is a belief that I can change. Ron explains why and how this occurs in an easy to understand way and provides action steps that lead you through a natural progression. If you're looking for sales techniques, go elsewhere. If you've got the techniques and are looking for better results, this book can help. If you're looking to approach selling from a personal growth (or dare I say spiritual perspective), this book is it.

Ron Willingham has been a favorite author of mine since I first read a goal setting article he wrote for Success Magazine in 1979. He has a unique way of getting to the heart of the matter when it comes to the difficulties of selling: identifying your goals and establishing relationships with prospects and customers. This new book is the best of Willingham. Like most of his works, it is not just information, but a workbook. If you use it like he recommends, it will make you money! Perhaps the most important message in this book is that how we feel is more important in our success than what we know. Willingham gives us the tools to break through our mind blocks that prevent higher sales and greater achievement.

Ron Willingham hits the ball out of the park with his new book! He continues to amaze the corporate corporate world and impact the non-profit arena by providing the platinum keys to sales results. If one really wants to know what causes success in sales or life for that matter, this is a must read. It is one book that can change your life. All my friends and family will have one under the tree this Christmas, especially the ones that think they know all there is to know about sales.

This is the best book I have ever read on showing you how to increase your sales performance. If you are a rookie and need to start your career off strong or a veteran who wants to sell more then this book is for you!!! There are a lot of sales books out there that will teach you "how to sell", but this is the only book that will teach you "why you sell". Your success has so much more to do with "why you sell then how you sell!" Jason ForrestPresidentShoreSelect[...][...]

Not only is this book about the inner game of selling, it provides tried and true actions to win that game. It takes theories and concepts, and makes them real. It translates them into real actions you can take everyday to win the game and sell more. You'll not only sell more, you and your clients will feel great about it. Ron ties it all together in this book. Use what you learn...and win.

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