



Sales Drive: Sales Drive: the definitive 'no-brainer' street smart guide to Sales Stardom!

Mr Phil Polson, Phil Polson

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How To Bring In 2, 3, Or Even 10 Times More Sales At Better Margins. Global Leadership, & Customer Service Expert, Dr. Sheila Bethel Murray sums the book up very well: "The COG system Phil Polson has developed and written about in his book 'Sales Drive' needs to be at the fingertips of every serious sales person. If you are an old pro he will remind you for what you may have forgotten. If you are new to sales this is THE tool you need to stay on track using his proven sales closing process. You'll find easy to understand step by step action tips that will give you what you need to be a superstar in sales." Jack Zufelt, "Mentor to Millions of Salespeople, Internet Entrepreneurs & International Success Expert, adds: "This book is a masterpiece on selling! Anyone can become a top salesperson with the super simple information in this book! Should be a "must read" for all sales organizations. Want to increase your personal sales? Read it now!" The book follows the true story, reality TV style, of a day in the life of a very modern salesperson who depends on making sales for their livelihood. 30 years old Pat Black, in his mind is already a sales legend, has geared his life up for big commissions, and yet he doesn't have enough on his credit card to pay for a tank of gas. Why is he missing valuable sales after the company has spent so much time and money training him and generating leads for him? A division of the international finance and banking organisation he represents has hired Phil Polson to observe Pat in a real sales situation and find out why? Pat is a teller not a seller. He relies heavily upon the companies' pre-prepared sales folders and PowerPoint presentation as his sales tools just as his Sales Manager has instructed him. Many commonly missed small vital steps means he fails to close. As the story unfolds Pat's mistakes become painfully obvious. After the lost sale, and therefore lost income, Phil sits down with Pat and helps him analyse & put into place a new, modern, and complete sales system to carry in his head. This system has been designed by the author who is a seasoned, street smart professional consultative salesperson. World renowned sales copywriter Herschell Gordon Lewis, says "This bright and valuable information, salted with lighthearted anecdotes, is well communicated. Phil Polson combines a hard-boiled analysis of the creative sales process with his rare sense of humour. Anyone and everyone involved in the sales process not only should read the chapter on "Different Sales Levels" but read it a second time to be sure of absorption". Anyone who is in business, or sales, and who needs more sales will learn the ultimate methods of ethical, no-tricks, no clever moves, and no career long sales trainers buzz words, plain honest selling. The book gives an easy to read yet detailed description of a modern sales system that has stood the test of time. The system is called the sales 'Champions Operational Guide "COG"'. COG is a complete set of modern sales tools, sales skills, & techniques that once learned you have forever provided you practice them. Once you get the system whenever you are in a selling situation you will automatically see the COG in your head & move to autopilot. You will be comfortable and competent with a combination of old-fashioned proven methods and modern age thinking & technology. You will know where you are in the sales process & which tool to take out of your 'tool-kit' and use for the right job. Failure to close sales is the big cost in business. Trust, belief, integrity, ethics, is at the COG hub. Sales are the vital component to have running smoothly at all times. COG works brilliantly for any salesperson, from self-employed, to small and medium size companies, and for large multi-national companies, who want to reach Sales Stardom.



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