



No Bull Selling: 3rd Edition

Hank Trisler

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The canned pitch is dead! It requires much more than the completion of a sales course to be a successful salesperson in today's volatile business environment.

Hank Trisler, founder and chief executive author of The Trisler Company, brings to bear his rich experience and common sense tactics in this newly revised 3rd edition of his classic, bestselling book. Sprinkled with humorous anecdotes and hypothetical situations, No Bull Selling tells you what you need to make that sale. You will learn how to:

- **Create rapport with the buyer**
- **Determine the customer's needs and ability to buy**
- **Cold call effectively**
- **Get an appointment**
- **Improve your communication and appearance**
- **Build relationships and much more . . .**

With Hank Trisler's down-to-earth and effective advice, you will acquire the success you've always dreamed of. No Bull Selling will teach you exactly what you need to know to become a super salesperson, no matter what you are selling. Learn the secret, and you too will be able to sell it like it is!

No Bull Selling is my all time favorite sales book. I've made more than a million dollars in commissions using the techniques I learned in this book and you can too. Hank Trisler is, and always will be, my hero. - **Jeb Blount, CEO of SalesGravy.com and Author of *Power Principles* and *Sales Guy's 7 Rules for Outselling The Recession***

No Bull Selling is a true sales classic that still offers great advice for people who sell to consumers. It's filled with numerous strategies to turn prospects into buyers, build strong relationships and close more sales. - **Jill Konrath Author of *Selling to Big Companies***

No Bull Selling is one of those must read sales books because it gives sales reps what they need most: the basic, common sense approach to sales. Any one of the gems contained in this book will make you a top producer. If you're looking for a book on sales that is filled with substance, not fluff, then pick up and read this book today. You'll be happy you did! - **Mike Brooks, Author of *The Real Secrets of the Top 20%: How To Double Your Income Selling Over The Phone***

Hank Trisler is one of the true sales thought leaders. No Bull Selling passes the test of time with real-world, practical teachings that can take any sales person's game to the next level. Don't just read it...follow it! - **Lee B. Salz, CEO of Business Expert Webinars and award-winning Author of *Soar Despite Your Dodo Sales Manager***

Hank Trisler gets it right, No Bull Selling is an invaluable tool for anyone that needs to drive top line sales revenue, I highly recommend it. - **David Steel, Author of *The Care and Feeding of Highly Aggressive Salespeople***

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