



The System: The Proven 3-Step Formula Anyone Can Learn to Get More Leads, Book More Appointments, and Make More Sales

Eric Lofholm

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Contrary to the myth that you have to be a born salesman, selling is a step-by-step system that anyone can learn. In this book renowned sales trainer Eric Lofholm distills the secrets of sales success into a simple three-step formula that has been used by more than 10,000 students over the past fourteen years to get more leads, book more appointments, and make more sales. Eric shows you everything you need to go from a sales novice to a selling master, including how to overcome sales anxiety, boost your closing rate, handle objections with confidence, and leverage relationships into referrals. Along the way he also gives you bonus tips to improve your performance in areas like business planning, goal setting, time management, and leveraging technology to multiply your sales. For salesmen, sales trainers, and small business owners looking for an edge in today's struggling economy, this book is a must-read.

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