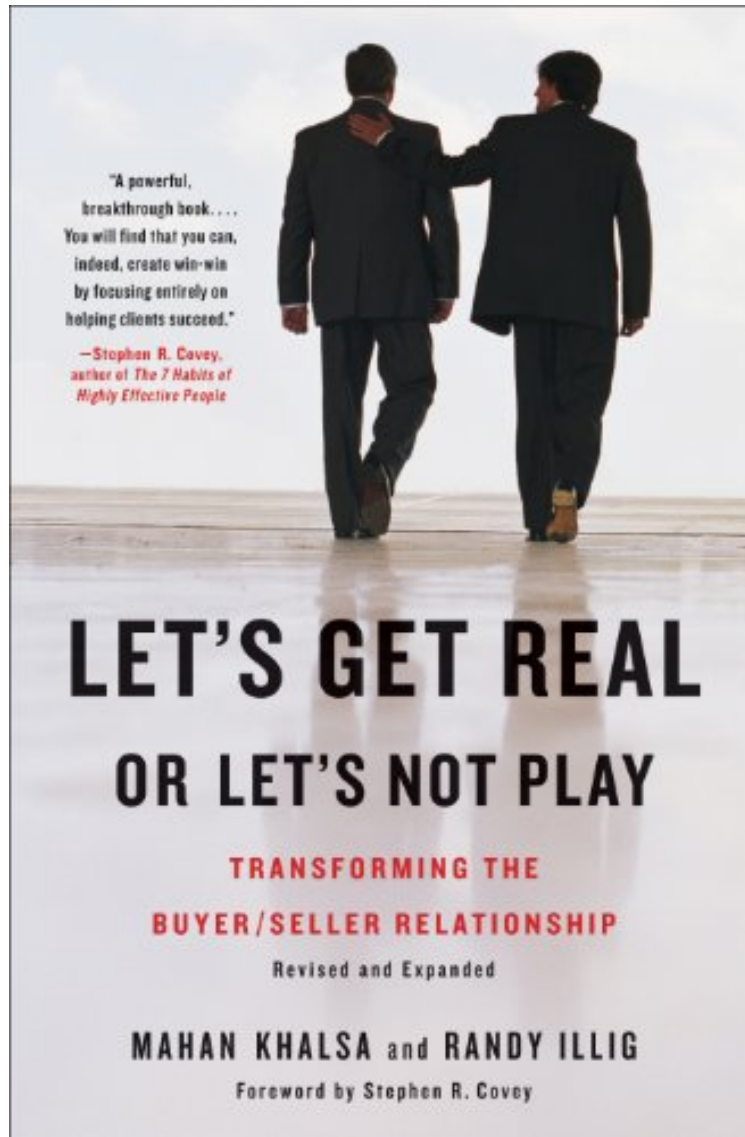


[Free] Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship

## Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship

*Mahan Khalsa, Randy Illig*  
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**Mahan Khalsa, Randy Illig : Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship:

2 of 2 people found the following review helpful. WOW! By CustomerExcellent book for sales executives, project managers, and technology professionals! I purchased the audio book from Audible.com and listened to it several

times. Also purchased the paperback to reference. Many of the concepts in this book are perfect for technology based projects, specifically software development and hardware based solutions. I've read many books that offer some of the concepts within, however, none articulate them as well, or as thoroughly! I've compiled many of the key points into a document for future reference when working with clients. Utilizing these points, my team and I have increased the quality of our projects and continue to increase our ability to help clients succeed! I wish I found this book much sooner in my career, and I've asked my entire team to read it (as the concepts are important for anyone dealing with clients). 0 of 0 people found the following review helpful. Must-have for a true sales professional  
By Ron H  
This book is not for everyone in sales. If you are looking for 100 different ways to close a deal, look somewhere else. On the other hand, if you are truly seeking a replicable complex sales methodology, this is for you. If you are a believer and practitioner of The 7 Habits of Highly Effective People, you will recognize that this takes those 7 Habits and applies them to a sales methodology and focuses 100 percent on helping clients succeed. Highly recommended.  
0 of 0 people found the following review helpful. Basic to Personal Selling  
By Jess  
This book was alright. I had to read it for a college course. I suppose some of the selling ideas and techniques in this book might seem nuance and fresh, especially for someone that is inexperienced at personal selling. I work as a leasing agent, however, so nothing in this book was new to me.

The new way to transform a sales culture with clarity, authenticity, and emotional intelligence. Too often, the sales process is all about fear. Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas. No one is happy. Mahan Khalsa and Randy Illig offer a better way. Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy; a salesperson must also help the client reduce costs, increase revenues, and improve productivity, quality, and customer satisfaction. This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers:

- Start new business from scratch in a way both salespeople and clients can feel good about
- Ask hard questions in a soft way
- Close the deal by opening minds

Close the deal by opening minds  
From the Hardcover edition.

Stephen R. Covey Author of The 7 Habits of Highly Effective People This is a marvelous book! Mahan Khalsa masterfully puts the science and art of influence and sales on higher ground. -- About the Author  
Mahan Khalsa is the founder of the Sales Performance Group of FranklinCovey, and Randy Illig is a key leader of the group. The authors have consulted extensively with many Fortune 1000 companies, including Microsoft, Oracle, Accenture, Aon, Motorola, and GE Real Estate. FranklinCovey is based in Salt Lake City, Utah.