



Silver Bullet Selling: Six Critical Steps to Opening More Relationships and Closing More Sales

By G.A. Bartick, Paul Bartick

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Based on ten years of extensive research and interviews with thousands of top sales performers in a variety of industries, *Silver Bullet Selling* reveals the secrets all great sales professionals have in common. It's not what you say that determines your success in sales; it's how you execute the sales process to create a unique buying experience for customers. This book shows you how to apply the silver bullet selling method to launch your sales through the roof. Read it, and fire away at the competition.

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Editorial Review

From the Inside Flap

For years, G.A. Bartick struggled to build a career in sales, but just couldn't get ahead. He had the enthusiasm, the attitude, and the work ethic, but he didn't know what he didn't know. And it was what he didn't know that doomed him to failure. He didn't know the six secrets of sales success that all great sales professionals use to build trusting relationships with their prospects and clients. Once he discovered those six secrets, his career took off and he never looked back.

Based on years of extensive research, Bartick's own sales experience, and interviews with thousands of top sales performers in a variety of industries, *Silver Bullet Selling* reveals the secrets all great sales professionals have in common. More importantly, this book packages those secrets in a simple, six-step process that gets real results. Because it's not just what you say to prospects that determines your long-term success; it's how you manage and execute your sales process that really matters.

Silver Bullet Selling shows you how to take the normal consultative selling theory and apply it to every interaction so you can close more sales. Rather than just explaining sales theory, this book shows you how to apply it consistently, effectively, and profitably on your very next sales call. You'll learn to communicate better with your prospects, differentiate yourself from the competition, build value for your product in the mind of the buyer, and close more sales than ever before.

If the size of your paycheck depends on commissions, you can't just wing it and expect to win. You need this consistent, effective sales process that puts you in position to make the sale every time. Selling is hard, and there's no single silver bullet that will close every sale for you. But if you put in the effort and follow the steps in *Silver Bullet Selling*'s repeatable process, you'll have not one, but six rounds in your sales arsenal, and you'll get the results you want. Start reading—and fire away at the competition.

From the Back Cover

If you're in sales, read this book!

"Learn how to sell more, better, faster, and easier in any market! This book will supercharge your selling results."

—Brian Tracy, author of *The Psychology of Selling*

"*The Silver Bullet Selling* process will create adversity for your competitors and very positive results for your bottom line."

—Dallas Haun, President and CEO, Nevada State Bank

"The Barticks deliver a clear and powerful six-step process that guarantees success. Read it, study it, refer back to it, and your sales results will soar."

—Tom Karinchak, Managing Director, Barclaycard US

"Our company rolled out the *Silver Bullet* six-step sales process in 2006. Since that time, we have seen our sales productivity and customer retention rates soar. And most importantly, so has our top line. *Silver Bullet Selling* provides a deep dive into building trusting relationships with your customers and selling to their

needs in an effective and consistent way."

—Russell Dash, RSVP Sales—West Region, Rewards Network

"We've worked the Barticks' six-step process for several years, and our sales have never been better. We're bringing in more new clients and generating more business from current clients."

—Andy Holden, President and COO, CPS Insurance Services

"Talk about a direct hit! *Silver Bullet Selling* delivers what most how-to sales books don't—a sales process that works and a wealth of real-life examples from all kinds of sales environments. The exercises in the book also help you do a little target practice of your own. If you want to improve your sales, read this book!"

—Jones Loflin, coauthor of *Juggling Elephants*

"There are many great business books that everyone reads, everyone talks about, and no one implements. That's because these books don't tell you how to execute. As a client of the Barticks, I know they have mastered the art of sales execution. Anyone who follows the six steps in this book will see an immediate improvement in their sales performance."

—Tom Green, Managing Partner, Mentorprise, LLC

About the Author

G.A. Bartick is President of OutSell, which trains 25,000 salespeople each year. A former executive at Nordstrom, he is also a national speaker and facilitator at conventions and meetings around the country. He has developed and implemented sales programs for Morgan Stanley, Wachovia, Charter Communications, and Oakley, among others.

Paul Bartick is a Director at OutSell who has published dozens of articles in periodicals and newsletters on implementing the Silver Bullet Selling sales process. He has created customized content for hundreds of Silver Bullet Selling programs for clients such as Bank of America, Time Warner, Transamerica, and DIRECTV.

Users Review

From reader reviews:

Joseph Chandler:

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Katie McCants:

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