



Why Johnny Can't Sell... and What to Do About It

Michael Nick, Robert Kantin

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"We set out to write a book that could make all us Johnnies better sales people—and now you hold the results of that desire in your hands. Who should be reading it? Sales executives and managers who want to build a better team, CEOs who want to better understand why their Johnnys can't sell, sales people who want to sell more and get (back) on top, and the maverick salesperson who simply needs more ideas on how to drive his or her sales manager crazy."—From the Introduction

Merge sales and product training practices to dramatically increase sales.

In the competitive world of sales, organizations and managers have long bought into popular methodologies, exposing sales teams to a multitude of new approaches in the hopes of capitalizing on the next hot thing. But while many things work in the short term, no success seems to last.

Why Johnny Can't Sell . . . and What to Do About It is the story of "Johnny," the sales professional who has tried it all and still hasn't found the formula for consistent success that helps him understand his product, his customers, and how to close the deal.

Nick and Kantin chart Johnny's course through the sales process, examining his methods and providing sound advice and practical exercises. *Why Johnny Can't Sell* is an essential sales companion, helping readers increase sales by bridging the gap between product and sales training.

Managers, sales teams, and field reps will learn to:

- * Recognize training gaps
- * Build sales tools that boost selling power
- * Communicate success to customers
- * Determine the value of a product or service to a prospect
- * Demonstrate value with compelling proposals and presentations

Why Johnny Can't Sell guides salespeople of all levels throughout the sales process, providing sound advice and practical exercises to build confidence and create custom sales approaches increasing the bottom line.

For additional *Why Johnny Can't Sell* tools, visit **www.whyjohnnycantsell.com**.

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