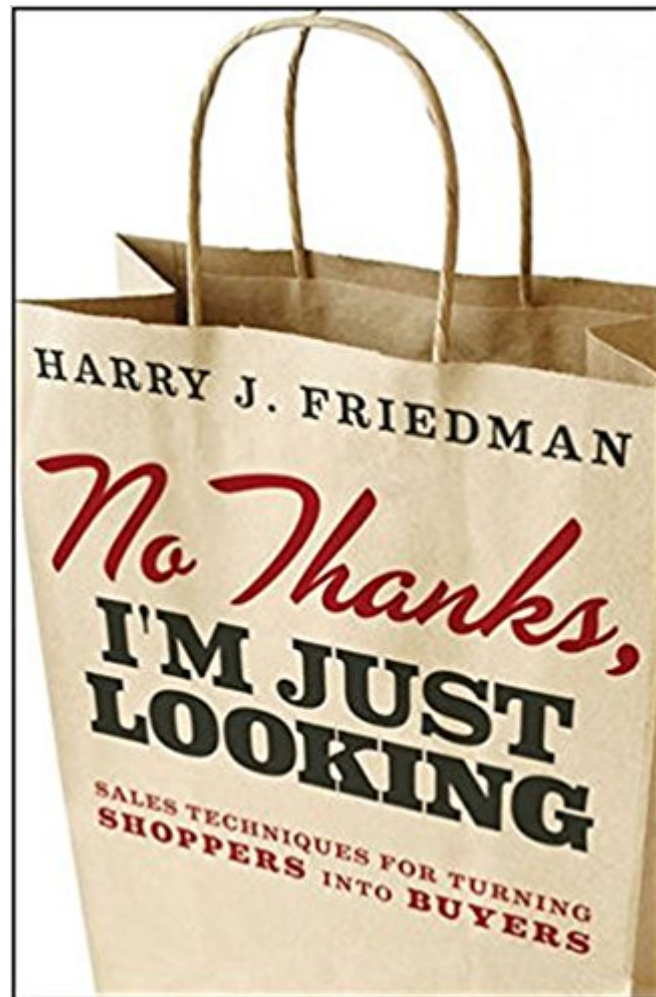


The book was found

No Thanks, I'm Just Looking: Sales Techniques For Turning Shoppers Into Buyers



Synopsis

Secrets of the trade from the master of retail selling and sales training No Thanks, I'm Just Looking gives anyone the inside scoop on how to skyrocket their selling career with a system of easy-to-learn practical money-making steps. By saving countless hours of trial-and-error experience, readers will be able to focus on the things that really work. Considered to be retail guru Harry J. Friedman's personal collection of proven selling techniques, No Thanks, I'm Just Looking includes all the tips and humorous anecdotes that have made him retail's most sought-after consultant. No Thanks, I'm Just Looking delivers the tricks of the trade from an international retail authority. Author is the most heavily attended speaker on retail selling and operational management in the world These groundbreaking high-performance training systems have been used by more than 500,000 retailers, from small independents to the likes of Neiman Marcus, Cartier, Billabong, La-Z-Boy and Godiva, to routinely deliver more sales Friedman created the number one retail sales and management system used by more retailers than any other system of its kind in the world Get proven techniques that will increase sales and elevate your staff to a high-performance sales team.

Book Information

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Customer Reviews

I see a review from a retailer. I see many people found it helpful. The only reviews I find helpful are the ones who have TRIED the things suggested. I DID tried many of the things suggested and I found that while they are certainly NOT what you expect, they DO work. What I really like about the techniques is that they are adaptable to YOUR style. You don't have to act in ways that you find are

"just not you". I can say that the book has increased my income from reading it and TRYING it. What else do you want? Skip the haters. I'd suggest this book to anyone selling in retail sales.

I have been in sales all my life and now own six retail stores, when I read the book for the first time, I found that it really matches what we are supposed to do on the sales floor. I read a lot of sales books in the past, this one has the particularity to focus more in Retail sales which I really enjoyed. It really describes how to sell from the start to the closing with a lot of different anecdotes. I then bought 14 copies and gave it to all our sales rep. , all employees enjoyed the book as it really talks about their position. A must for all retailers.

I purchased this book to have sitting around at work for my crew to read. Great book, has definitely helped fill some holes in salesmanship with a few of my guys. If you're a good salesman and know what you're doing already it might all be old hat with just a few new tricks but if you're just getting into a sales job and want to make a decent commission check this is certainly worth your investment

At last a book that is so practical to implement easy to follow strategies - and yes they really work - Harry makes reading each section lighthearted and informative - you can't wait to try out some of the recommendations. The only reason I didn't give it 5 stars was that it is written for American Culture and a few things certainly would not work with Australians. Even if you only put one thing into practice you are still way ahead on sales - I have improved my sales from mostly one item to multiple sales. And I never use a traditional sales pitch - just chit chat and next thing the customer is loading stuff up on the counter. I believe it is a MUST for every salesperson and I am going to make it mandatory for my staff to read the book.

This book revisits the theory of the customer that does not want to be bothered by salespeople in a retail world. It shares the retail experience and how the sales person can make a selling and buying experience more enjoyable. I was able to take the information back to my department and utilize his process successfully.

Very good ideas for retail establishments. Many ideas would work better for places such as furniture stores or jewelry stores that have more one-on-one customer interactions, but some ideas are good for any retail location.

More properly called, "How to Ham It Up." I sincerely doubt that all of this is real advice. (Although I did use the opening line "I've been stuck in the store all day. What's the news on the space shuttle?" the other day to great effect.)

This book is full of examples and practical tips on how to sell. It is very very specific to retail only which is what it says it is. I was hoping for sales tips that were not just about selling on a shop floor but it is strictly brick and mortar shop floor selling. Loads of information and ideas that can be put into practise immediately. Highly recommended for anyone who is selling on the shop floor or even door to door.

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