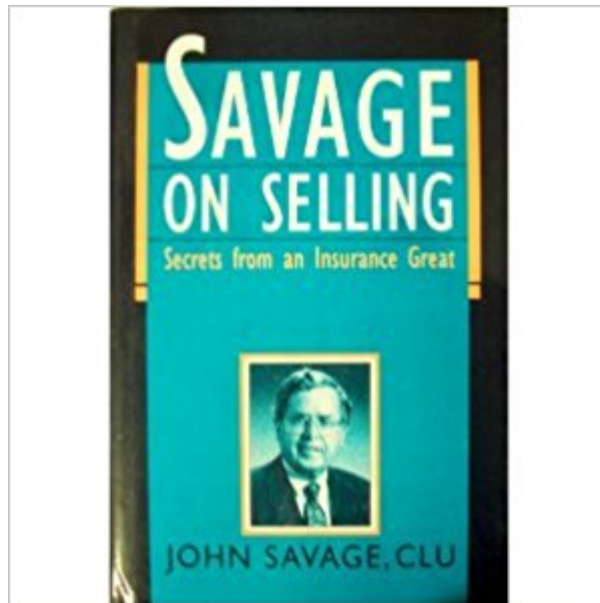


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# Savage On Selling: Secrets From An Insurance Great



## Synopsis

Great teaching tool for sales professional.

## Book Information

Hardcover: 166 pages

Publisher: Dearborn Trade Pub (April 1994)

Language: English

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Shipping Weight: 1 pounds

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (2 customer reviews)

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## Customer Reviews

This is another of the scant handful of great books on insurance sales. It ranks alongside those of Ben Feldman, Sid Freidman, and Frank Bettger. This 4th book was published shortly after the death of Mr. Savage. While there are many great books on selling in general, there are few that address the real unique problems of selling intangibles such as life insurance. IF you can find a copy of this book at a reasonable price it is worth every dollar. Mr. Savage's other books, *The Easy Sale*, *It's Getting Easier*, and *High Touch Selling* are all recommended reading as well. *High Touch Selling* is the mostly readily available of the four and is very good for insurance sales. Best wishes in insurance sales.

John Savage was loved by his customers because they knew exactly why they purchased life insurance. His excellent examples of explaining the need for life insurance in terms that everyone can understand is fantastic.

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