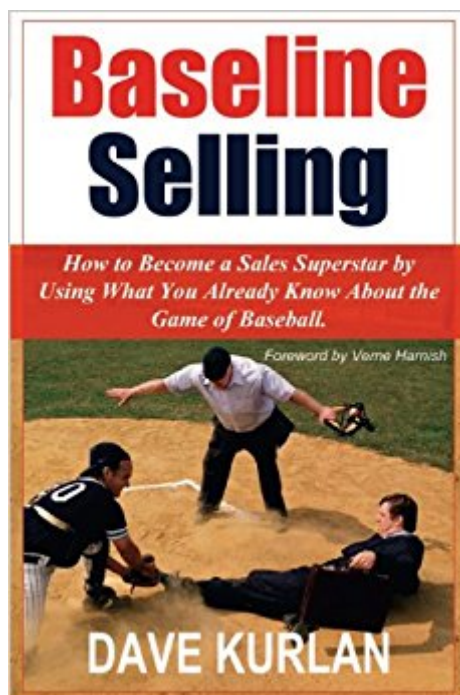




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# Baseline Selling: How To Become A Sales Superstar By Using What You Already Know About The Game Of Baseball



## Synopsis

Baseline Selling - How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball, will dramatically change the way we approach the sales process, replacing the gratuitous complexity advocated by today's sales "experts" with an elegant and very effective simplicity. Studies have shown that the selling techniques of the last two decades have had very little impact on most of the sales population-less than 75 percent of all salespeople, to be exact. Why? Because of the complexity, learning curve and difficulty in applying the concepts in these systems. In response to the urgent need for a flexible, innovative process that will enable people to grasp the essential skills necessary to close a sale in any situation, Baseline Selling reemphasizes the fundamentals of selling in a fresh, memorable way that modern sales professionals can relate to and utilize, and above all, one that complements and enriches advanced sales methodologies. Salespeople who read this book and put its wisdom to work will succeed at acquiring more opportunities as they learn to get appointments more easily. They will excel at creating opportunities with prospects who are "not interested". They'll sell at higher margins by using the "Rule of Ratios". Their closing percentages will improve dramatically as they implement the simple Inoffensive Close". Salespeople selling commodities, struggling to differentiate themselves, will love "Commodity Busters" and every salesperson will be able to shorten their sell cycle by "Taking a Lead". Quite simply, Baseline Selling introduces a way for salespeople to visualize and touch all the "sales bases" without over-complicating the process.

## Book Information

Paperback: 232 pages

Publisher: AuthorHouse (November 30, 2005)

Language: English

ISBN-10: 1420895672

ISBN-13: 978-1420895674

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 69 customer reviews

Best Sellers Rank: #298,295 in Books (See Top 100 in Books) #74 in Books > Textbooks >

Business & Finance > Sales #869 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

...definitely a home run for Kurlan...very informative volume...enjoyable experience...I give Kurlan an A+ (Must read). -- Reader Views, January 22, 2006  
4 STARS...the book is a home run...If you love baseball and you sell...this book is a must. -- ChangingMinds.org  
Best ideas...most effective techniques...straight-forward methodology that sales people can easily recall when under fire. -- Bookwire  
Kurlan's most perceptive and useful advice helps salespeople identify and overcome self-imposed obstacles to success. -- Bookwire  
Novice and veteran salespeople alike will find much in Baseline Selling to improve their game. -- Bookwire  
very strongly recommended...innovative idea...effective sales and business techniques...easy-to-follow reference for the sales process. -- Midwest Book Reviews --This text refers to the Kindle Edition edition.

Using baseball as its metaphor, Baseline Selling introduces a powerful but simple new way to approach sales that professional salespeople will find memorable, enjoyable and easy to implement. Salespeople who read this book and put its wisdom to work will succeed at acquiring more opportunities as they learn to reach first base more easily. They will excel at creating opportunities with prospects who are not interested by hitting for The Cycle. They will sell at higher margins by using the Rule of Ratios. Their closing percentages will improve dramatically as they implement the simple Inoffensive Close. Salespeople selling commodities, struggling to differentiate themselves, will love Commodity Busters and every salesperson will be able to shorten their sell cycle by Taking a Lead. Quite simply, Baseline Selling introduces a way for salespeople to visualize and touch all the bases without over-complicating the process. --This text refers to the Kindle Edition edition.

As a sales professional and coach, I read a lot of books and invest in some way in my own professional development every year. Recently I purchased a copy of Baseline Selling by Dave Kurlan to complement a HubSpot partner sales training course and coaching session. I'm pleased to provide an unsolicited recommendation and review of this book as it offers a simple, straightforward way of managing the sales cycle based on a metaphor of the game of baseball and includes some powerful techniques that you can use straight out of the book to help level the playing field with buyers. A common fault many sales people make is to uncover a prospect need, and then rush to the close without "covering the bases" - in this book you'll learn that to score a home-run (a sale), you have to cover all the bases and the more at-bats you make, the more sales you'll make....particularly important for those of us prone to bouts of call reluctance  
What is different about Baseline Selling from a lot of other sales training books is that it is tightly coupled with a sales

psychology assessment from Kurlan's Objective Management Group that comprehensively assesses the critical aspects of individual beliefs and behaviour that impact sales performance. A truth I have learned and experienced in working with individuals and in my own selling assessment is that you have to look your own weaknesses in the eye, understand them and their impact on your behaviour and results when face-face with buyers, then practice ways of overcoming them and resolve to adopt different behaviour for lasting change - and real results to occur. Kurlan started selling door to door more than 30 years ago and he is a student of the game...of baseball and selling and his references to classic selling texts are of value. What I found most useful apart from selling psychology assessment were the techniques immediately applicable to any selling profession including; \* "Positioning statements" - a sure fire way of getting engagement when the buyer picks up the phone \* Techniques for engaging the intellectual buyer who already has what you sell and for differentiating in a commodity sell. \* Rules for unpacking symptoms from problems and reaction and consequences and how to uncouple cause from effect. \* The "Infield Why Rule" - the practice of asking why until you get to root cause \* The "Inoffensive Close" - real gem and it works. \* The "Suicide Squeeze" for overcoming resistance to change Well worth the \$15.14 and highly recommended. Full review at [...]

I have read many books on selling and management and found this to be very entertaining. The concepts were very clear and easy to follow. Keep in mind all of our sales companies differ on our approach, however Dave Kurlan puts a spin on the selling process that can be grasped by all industries. We all want to dominate the marketplace, but you should read this book and follow the proper steps. I highly recommend this book. PS: They have a workbook available, which I thought was a great addition to the book so you can put the concepts into practice. William Capelle - Vice President American Pride Industrial Equipment and Services Green Bay, WI

We are all in sales, sometimes reluctantly so. Kurlan, using the baseball analogy, provides good advice to understand the dynamics of the exchange and value proposition. I am the type of person that provides too much information and ... it was somewhat revealing that full disclosure tends to paralyze and call into question competency. Oh dear! I am re-reading the book and practicing some of the techniques. In sum, it is a quick read that provides insight and will give one confidence.

I really enjoyed this book. Selling is a series of steps that if done in the correct order, increases your chance to win business. Dave presents these steps similarly to those with baseball which most

people can relate to. Many people may skip steps and advance to the next base without touching the previous base. This is a huge time waster and may result in losing a sale late in the game. A must read!

Mike Ausloos

Awesome methodology. Easy to read and understand Dave's concept and we have applied this to our sales processes

I didn't really like this book the first time I read it but over the summer I re-read it and have a much different opinion. Dave takes a much different approach to selling than typical processes. I'm a fan now.

Baseline Selling is a terrific achievement. We do a lot of sales training and the issue is always how to simplify a process that is, at times, quite complex. Kurlan has done an outstanding job of taking a lot of information and simplifying it so that it is highly understandable without taking away the magic of the various intricacies that exist within the process. An outstanding book and highly recommended.

I really enjoyed this book and the concept of relating baseball and selling. I understood the 4 bases pretty easily, but I was surprised that Dave even has infield fly rules and more nuanced and advanced concepts for selling. We used the 4 bases for our progression boards now to track prospects through the sales funnel.

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