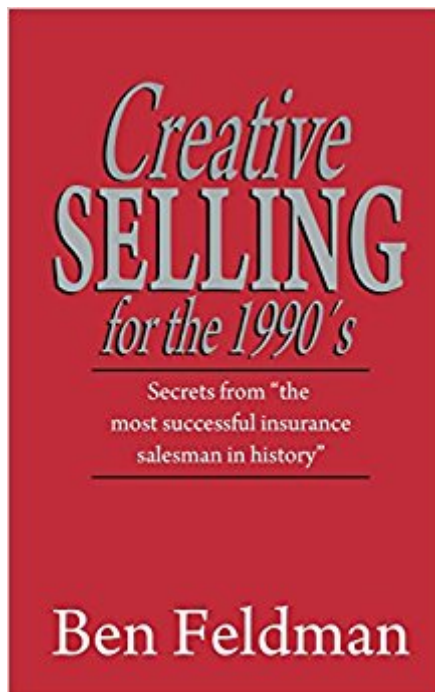


The book was found

Creative Selling For The 1990's



Synopsis

Creative Selling: Secrets from "the most successful insurance salesman in history" Ben Feldman is well known to life insurance agents around the world, as the most successful insurance salesman of all the time. In this book Feldman uses a question and answer format to reveal his methods of making sales and solving problems. He offer power phrases, tips and comments that will energize all salespeople. You will find that this treasury of selling methods will have a dramatic impact in your career.

Book Information

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Customer Reviews

A gift for my son and he really liked it. He works in a top agency in a seriously competitive business and he added this book to his extensive library of business related and inspirational books.

One of My favorites for the insurance industryIf your new or old in the industry it doesn't matter you need it in your library

This book is an important guide to salespersons. Examples are based on real cases. This book is a must for sales.

WOW !!! What a tremendous book. Full of very valuable ideas. Right off the bat I was able to use these ideas to increase my productivity. Highly recommend this book.

This is a must read for anyone in the Life Insurance Sales industry. Mr. Feldman's simple process and down to earth philosophy of life insurance is incredible.

Ben Feldman has been acknowledged to be the best insurance salesman of all time, having sold over one billion dollars of insurance during his career. This is an excellent hands on manual with word by word phrases to use for almost every situation. It reads in a very conversational tone rather than a dull textbook style format. As an insurance agent I found it's advice practical, easy to utilize, and interesting to read. His other books are to be recommended as well. The Feldman Method is highly recommended. If you come across a copy of the original Creative Selling go ahead and snatch it up. The 90's edition has only two minor changes. One is the chapter of selling 6 million in 6 months. It has now been upgraded to 12 million in 6 months by doubling the dollar amounts. The other difference is the epilogue where Ben takes about 2 paragraphs to mention the usefulness of computerization in insurance sales, for database purposes, proposals, etc. The earlier version can be found for substantially less and has word for word the same information. Another excellent author is John Savage. His books "Savage on Selling", The High Touch and others are must reads. Also include The Kinders "Secrets of Successful Insurance Sales" and you have a good basic library of insurance specific hands on material. Frank Bettger is not to be overlooked either. Add Napoleon Hill's "Think and Grow Rich" and "Laws of Success" and you need not buy much else. Hope this has been helpful. These books have helped me to go from not even on the roster to Number 1 in our agency of 40+ agents and number 7 in the southeastern region for my company. These books will help you as well. Get them and use them.

I found this book to be filled with lots of valuable information on selling. I've always been a firm believer in learning from the very best, an actual practitioner, in the respective area in which a person wishes to improve. Ben Feldman was the most prolific in the field of insurance sales. But, after reading Creative Selling, I found the tactics that he utilized in selling insurance could be creatively adapted to work in almost any sales field. Perhaps Ben's most powerful technique is his gambit of speaking to a prospect in headlines, just like those that can be found in a newspaper. In newspapers, the headline grabs the reader's attention. In conversation, Ben would use headline-esque phrases that involved a prospect's particular problem. That would immediately gain the prospect's attention, a feat in of itself...and would set Ben up to make his pitch. Ben would never allow himself to be perceived as "selling insurance". Ben would always position himself in the prospect's mind as selling customized packages of solutions. For example, he would say, "I have

here special educational package for your children's children." This worked so well, and continues to work today, due to the fact that people always will want something that is specifically for them...or anything they "perceive" to be created specifically for them. All people feel more comfortable buying a product that seems to be a snug solution to their problem, as opposed to a solution that is identical to the ones that the masses use. I am confident that this book would make a valuable addition to any aspiring sales superstar's library. I recommend it with confidence.

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