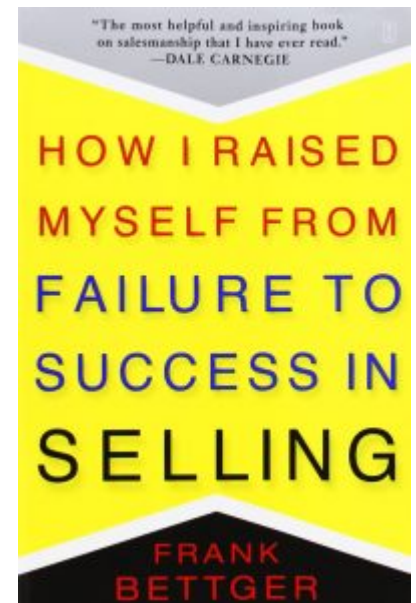


# How I Raised Myself from Failure to Success in Selling Book Summary (PDF) by Frank Bettger



Ready to learn the most important takeaways from How I Raised Myself From Failure To Success in less than two minutes? Keep reading!

## Why This Book Matters:

In this classic guide to selling, uber-successful salesman Frank Bettger reveals the secrets to building and maintaining solid client relationships that will carry you to ultimate sales success.

## Key Takeaways:

1. Practice enthusiasm always, even if you have to fake it until you make it
  1. Enthusiasm for the job inspires others, improves

job performance, and wins friends.

2. *Example: The author was fired from his minor league baseball team due to his fear and seeming lack of ambition. This experience taught him to practice constant enthusiasm, which led to his unparalleled success.*

## **2. Listening to your client is the key to success**

1. Listening allows you to understand your client's needs, makes them feel understood, and makes them much more likely to buy what you're selling.
2. *Example: A magazine salesman's sales jumped dramatically once he shifted his focus from telling potential customers why he thought they should buy his magazine to focusing on what his clients needed and how his product could meet those needs.*

## **3. A no isn't always a no if you can find out the real reason**

1. Only a minority of potential clients will give you the real reason they say no. After a little digging, you can identify and address the real issue to get the client to say yes.
2. *Example: The author was able to make a sell after he realized a client said no to an insurance policy because it did not cover his son, not because of finances as he initially said.*

## **4. Stay informed about your industry and maintain the trust of your clients**

1. To win new business, you must be an expert on the developments in your field. You must also be a source of trust between you and your client.
2. *Example: On a team of 16 salesmen, two accounted for the majority of sales. Their secret was that they were the most knowledgeable because of their efforts to stay up-to-date in the industry.*

## **5. Take care of your clients, and they will take care of you**

1. Build a relationship with your clients by remembering their names, making them feel important, and following up with them after the sale is completed. They're likely to reciprocate with referrals.
  2. *Example: A refrigerator salesman always followed up with clients after a sale to see how they were doing. Clients were so pleased by this they referred their friends to him.*
- 6. Be honest and make time for the client before pitching them**
1. Asking a client to set aside time to meet with you and being honest with them, instead of diving immediately into the pitch, will make your client much more willing to listen.
  2. *Example: When the author admitted he was nervous in front of a potential client, his honesty endeared the client to him and landed him the sale.*

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