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Honesty Sells: How To Make More Money and Increase Business Profits

Steven Gaffney, Colleen Francis

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Looking for an edge in today's tough selling market? *Honesty Sells* challenges you to abandon clichéd sales techniques that rely on manipulation and deceit. Instead, by being honest and open with clients, you will be rewarded with long-term, profitable relationships—at the expense of no one but your competition...

PRAISE FOR HONESTY SELLS

"I've been in the field of sales leadership for twenty-four years with a major organization. I've recruited, trained, and developed thousands of salespeople over those years. Where has this book been? It should be a must-read for every new salesperson. This is a simple topic that isn't easy to execute day to day. *Honesty Sells* helps you change your mental map about how to approach business and relationships. Do the right thing....always!"
—Scott DiGiammarino, Group Vice President, Ameriprise Financial

"*Honesty Sells* has already made a huge impact in my business and it's a keeper. I recommend it for any business CEO trying to maximize and keep their profits."
—Richard Strauss, President, Strauss Radio Strategies, Inc.

"*Honesty Sells* is not just a book for salespeople. As a public relations professional, Gaffney and Francis's solid principles and coaching have helped me to develop and maintain relationships that are key to the success of my business."
—Avery Mann, Director of Media & Public Relations, FOX TV's America's Most Wanted

"Literally thirty minutes after absorbing their sales advice, I was on the phone applying concepts and strategies that enabled me to effectively move forward a deal accounting for 57 percent of my quota for the entire sales quarter. Here's the best part: this was during my first month on the job."
—Raj Shahani, Yahoo!

"Thank you so much for the inspiration. Your selling techniques were just the shot in the arm that this old veteran really needed. I have four new clients in just a week's time! Hip hip hooray!!"
—Nancy Daniels, Regional Director, HelmsBriscoe

"A top-notch sales pro who knows how to make progress in a difficult market. Bad economy. Government sales. Makes no difference—the job gets done."
—Paul Lemberg, Lemberg and Associates

"In addition to the practical and proven tips and techniques, this advice is based on extensive sales research and investigation with respect to what produces results. All the 'out of the box' suggestions are attention-getting but also get results!"
—Janet Armstrong, Director, Management Consulting, Ajilon Consulting

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Sarita Springer:

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