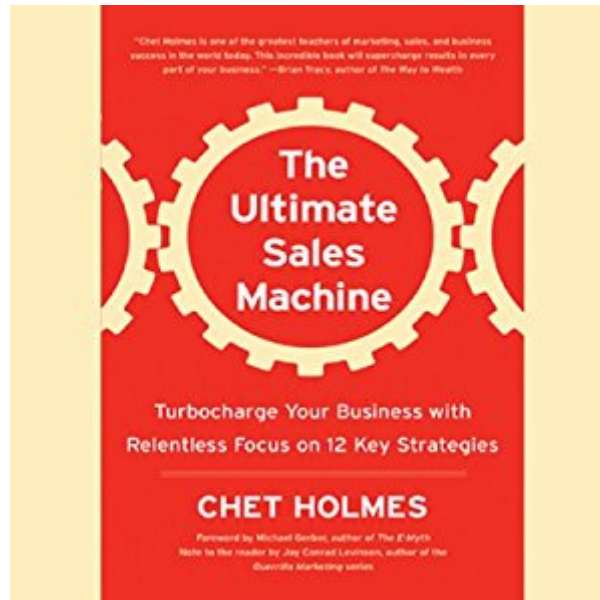




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# The Ultimate Sales Machine



## Synopsis

Chet Holmes helps his clients blow away both the competition and their own expectations. And his advice starts with one simple concept: focus! Instead of trying to master four thousand strategies to improve your business, zero in on the few essential skill areas that make the big difference. The Ultimate Sales Machine shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve?sales, marketing, management, and more. --This text refers to the Paperback edition.

## Book Information

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Organizational Learning

## Customer Reviews

This is the 3rd purchased, my 1st copy lend to my former boss, she loves it. The book never return back to me. So I had to buy another one. This time I bought 4 more copies and gave it to the President, SVP, VP in the new company that I'm currently working for. This book did a wonderful job concluded what REALLY matters to a business: create a system and create sales strategies, stay focus with consistent efforts. When I came to my last job, it was chaotic and most people cannot last 3 months in that position. I used the ideas in this book, approached my boss, offered to help her to do an audit and see where went wrong, I wrote a training guide to standardize how we operate and things getting much better. I saw very little value to rehab our division because it does not bring in revenue, so I proposed the idea to help improving company's sales and marketing division. Then the company was hit by lawsuit so I wasn't able to. This book can help your company dominate the market, position yourself, handle the growth and scale fast. The only piece missing is corporate

finance. Since I read at least 1 business and investing book per week I was constantly evolving. I realized merely having a stunning sales record and a great business system would not be enough. Currently, I am learning how to read financial statements like lenders or investors. And I come to the realization that majority of the management were not financially sophisticated enough. If you are the company executives, I would recommend you inspect how management is spending on each and every check that comes out. Again, this is still something I learned from this book: if you want to find out where is the problem, you have to do a review and audit, you have to spend time working on the business not in the business. There are a lot of fluffy books that talk about leaderships and visions, they were nice to read but fail to make an impact to real business operations. This book stands out, it was packed with information, it's specific, the ideas are actionable, unlike some other books only tells you half of the story and hope to upsell you to get another half, this book does the lead generation too, but it gives you the whole picture, you can use the ideas in this book and making impact right away! This book has no BS, it has almost everything you need to know to make your business the top 1%.

When I started 2016, I knew I wanted to help my clients improve their sales techniques. Chet Holmes' book was the second book I read. (The first was Predictable Revenue but I can't recommend it because it promotes an over-reliance on email for prospecting.) Holmes' book is entertaining and powerful. He starts by focusing on habits because so much of sales is habits and mindsets, gets into running effective meetings and creating strategies, then tackles sales team building, and attracting the best buyers. It's highly readable and entertaining. The biggest takeaways: Be disciplined. Stick to a few strategies and get really good at them. Figure out how to educate your market. Then go after them.

I have to admit, there are parts of this book that are less than appealing. Chet is a HARD SELL advocate and frankly, if the client wants your product, and the product is worth anything, hard selling isn't a great strategy. That said, it's the best book I've read on selling ever. If you buy the kindle version, you can put it on one screen while writing your business plan on another. Concise, it's to the point, readable, no bulls\*\*\*. Holmes never tells you it's easy. There's no secrets. Selling is HARD. Deal with it. The best parts, IMO, are the chapters on structure. Few sales books are written this way. Usually they give you line after line of disjointed happy crap you can't use. Frankly, I find most of it nauseating. Holmes tells you do this, then this... hire this guy, then this guy, send out this, then this.

My background is in marketing, so I got this book to help me start to round out my skill set on the sales side. For that purpose, it's not what I expected: it doesn't focus solely on sales, but also a fair amount on direct marketing, internal training, and even a little on time management, interviewing and management in general. However, the information about these topics all relates to the overall sales process, how to become the first company in the prospect's mind when they are ready to buy, how to build trust and relationships, and just a little about how to finally close the sale. I expected more about this last step--closing--so as someone who doesn't have a lot of sales experience, I plan to buy another book for more guidance there. Nonetheless, I'm giving this book 5 stars for the excellent (if broad-ranging) information provided outside of simply closing.

Phenomenal !!!!! This book had so many great and applicable ideas that any salesperson or sales manager can thrive on. I absolutely loved the ideas on marketing and the chapter on "becoming a brilliant strategist" is worth the price of the book, alone.

I didn't didn't know anything about Chet Holmes until this book that was recommended by a group I'm apart of and I've got to say it was a great recommendation, I will be using these strategies in the near future. I'm prepping to explode onto to the scene!

In reading many of the negative reviews for this book, I am struck by the focus either on the closing approach (aggressive) or the "it's all just common sense". I completely disagree. The book itself is a valuable resource, particularly for the non-sales executive looking to establish, manage or improve a sales process. By focusing on the 12 key strategies here, perhaps most importantly hiring the right sales people and providing the right follow up and follow through, an organization will be dramatically improved. The adage that holmes notes - do 12 things 4000 times well rather than 4000 things 12 times, is a truism in business - and the 12 things he recommends are basic and fundamental and often ignored or neglected for the next exciting thing. The book gives practical and actionable steps to develop a sales machine in your organization. Note - I did not say easy - but practical and actionable. Focus on fundamentals, hone them, improve, rinse and repeat. A good book and a good read.

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