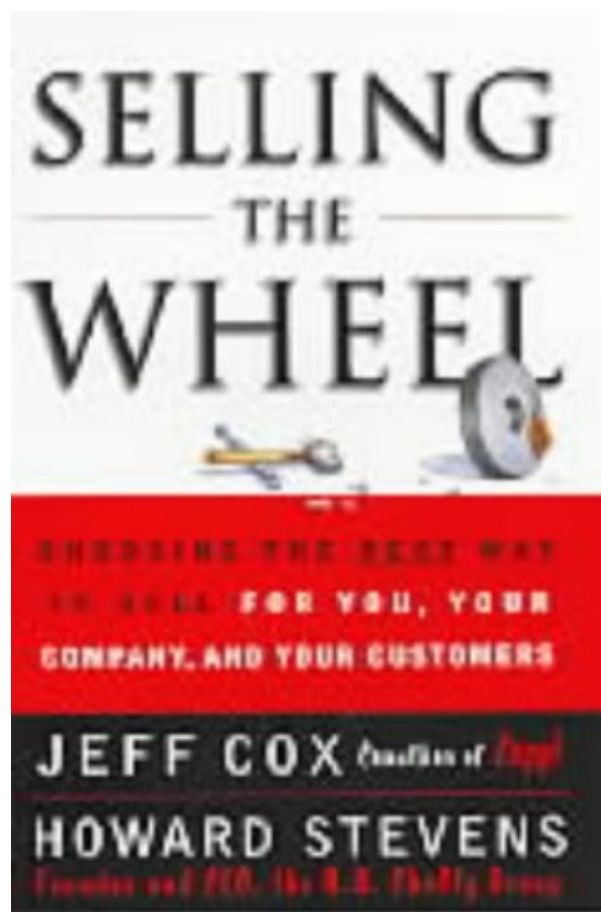
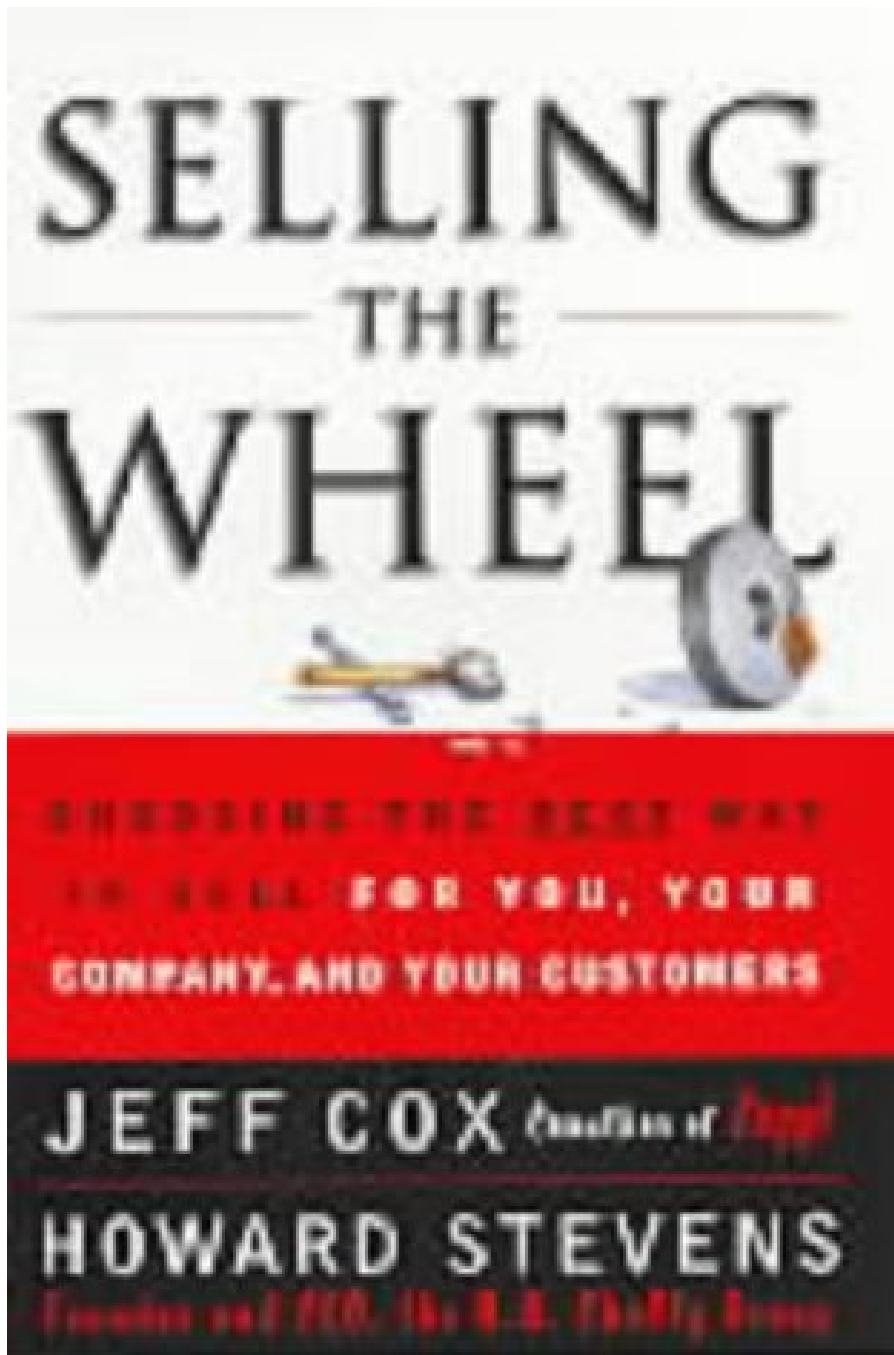


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Selling method depending on the stages of your products

By L. B. PEOW

This is NOT a book for salesperson, you won't learn how to do cold call, closing techniques and all that. Rather this is a book I feel meant more for the person who has something to sell and need to find out the best method to sell the 'thing' based on the stages the product is in this world.

The book is a light reading, based on a story telling format. It concerns someone who invented the 'wheel' in ancient time. You know, the 'thing' that rolls, attached to your car now and yes, it was the GREAT invention that everyone needs. But do you think it can be sold easily at that time?

A good reading for those who have invented something, or is managing a product line, or for the students who are into marketing and sales. Fun to read, I read it three times.

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Jeff Cox rocks

By JR

My first Jeff Cox (the biz author) book was the Goal which I found lying around in a vacant mobile home we were renovating. It appealed to me due to its unusuality. I have read all of the Cox books and every time I think "Oh, I want to work in that industry!" Both Selling the Wheel & Quadrant Solution are very good introductions to those considering a sales job. The books help the prospective salesman to be aware of his own personality characteristics to know where he would be best to enter into the product life cycle of an industry. Still, I have read my favorite The Goal twice and its sequels. Having said all that, because I have an MBA and an undergrad in Finance, I do have an interest in such things.

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