

BOOK REVIEW

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60minutes success successful marketing+ super selling 2 books in one

Calum Roberts

Citation

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Abstract

2 books combined into one—This book is packed full of tips and techniques with real life examples and offers all one needs to know about basic marketing skills and to revitalize one’s selling to realize the true potential for success. The book sets out all the key issues and gives a blueprint which is pervasively applicable.

Keywords

Marketing, Customers, External and Internal Audit, NLP, Digital Marketing, P’s of Marketing, Public Relations, SUSS approach

Review

The book is written lucidly without incomprehensible jargons and offers learning quickly and without hassle. It distils the essential practical advice one can use straight away.

Successful Marketing is a collection of hands-on tips that help to spot any shortcomings and turn them into strengths. There are graphic features used throughout the book with basic advice and examples given as bullet points.

The book provides insightful lessons with practical advice on how to make a big impact when selling. It covers topics like Marketing plan, the cardinal rules of marketing, external influences like PEST (politics, economics, sociology and Technology), 4 P’s of marketing. It further gives an insight to the extended marketing mix and digital marketing.

Marketing is an essential function of any business. The better you are at it, the more your business will prosper.

Marketing the product over the telephone can be a very effective way of getting results and it is believed that the response rate is many

times higher than with direct mail or other forms of marketing.

The second part of the book i.e. Super selling which is infinite ideas with Russell Webster talks about how to empathize with people and how to get them to like you. The ‘Gordon Gecko’ approach to business which essentially adopts a ‘win at any costs’ strategy is gone forever. This book teaches you new skills for new age. It throws light on terms like NLP (Neuro linguistic programming), the SUSS approach.

The book gives a framework within which to work and the points serve as guiding principles.

The ability to seek information and then deliver solutions is the key to successful selling. The ability to understand and practice this is what sets great salespeople apart.

The salesperson must see the customers as real people and not merely as faceless employees.

Being adaptive and flexible in your verbal and non-verbal responses gives an extra special edge not just in selling but in interacting with others.

Overall and informative and worthy read.

