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# Be Bold and Win the Sale: Get Out of Your Comfort Zone and Boost Your Performance

*Jeff Shore*

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# Be Bold and Win the Sale: Get Out of Your Comfort Zone and Boost Your Performance

*Jeff Shore*

**Be Bold and Win the Sale: Get Out of Your Comfort Zone and Boost Your Performance** Jeff Shore WHAT'S THE KEY TO SALES SUCCESS? BOLDNESS.

*"Jeff Shore shows how to gain the essential confidence that is the first step to a great sales career."* -- Neil Rackham, bestselling author of **SPIN Selling**

*"This book is loaded with great ideas to educate, inspire, and make you unstoppable in sales."* -- Brian Tracy, bestselling author of **Unlimited Sales Success**

**Includes interviews with Daniel Pink, Larry Winget, Linda Richardson, and many others**

The most common challenge every sales professional must overcome is not indecisive customers, inferior products, or innovative competitors. It's the discomfort you feel when initiating calls, dealing with difficult customers, and asking for the sale. Sales expert Jeff Shore argues that boldness is required to embrace this discomfort and leverage it to land the sale. And it is a skill that can be learned. In this inspiring, humor-filled guide, he teaches you:

- How to figure out exactly what inhibits you
- Why you make certain decisions in moments of discomfort
- How to train your brain to prepare for uncomfortable moments
- How your customer's own discomforts affect his or her purchase decisions

Featuring self-assessment tools, hands-on exercises, and case studies showing Shore's methods in action, Be Bold and Win the Sale is an indispensable resource for any sales professional.

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