



# **The No.1 Best Seller: A Unique Insight into the Mind, Strategy and Processes of a Top Salesman**

*Lee Bartlett*

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What does it take to be a Top Salesperson? Many books claim to have the answer, but few show you, first hand, exactly how it is achieved.

The *No.1 Best Seller* is a masterclass in professional selling, as seen through the eyes of a top salesman. Reflecting on an exemplary sales career, predominantly spent selling financial technology to the C-Suite and Investment Banking community, Lee Bartlett shares the mindset and methodology that have allowed him to consistently win the largest mandates in his industry.

The book is split neatly into four sections, which build upon each other to conclude with the full methodology. The focus is not on sales techniques but on the extra-curricular detail, employed by only the best, that is often omitted from the following key areas:

- Successful product selection
- Sales execution: forward planning, engraining effective sales processes, working efficiently, client communication, pitch preparation, invisible revenue, networking, embracing your ego and recovering lost sales
- Navigating the various political and emotional obstacles that hinder sales success
- Negotiating a sales-based employment contract

The landscape of professional selling is constantly evolving to suit modern-day buyer habits, but core sales principles will always hold true. This fascinating autobiographical account provides an eye-opening insight into the level of detail and discipline that a top salesperson employs - not only to gain an edge over their competition but, ultimately, to close more business.

This book is a valuable resource for anyone new to the sales industry, or for those wishing to broaden or benchmark their sales knowledge and ability.

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