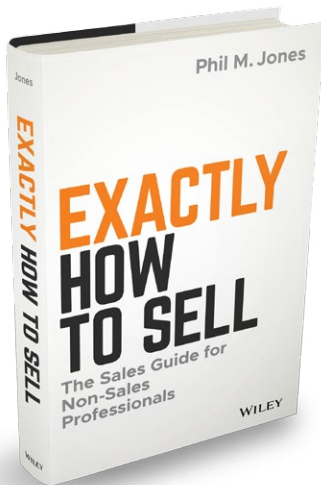


# Exactly How to Sell

## The Sales Guide for Non-Sales Professionals

**“Jones will help you fall in love with selling in a way that is inline with your values and desire to be of value.”**

**MICHAEL PORT**, *New York Times* and *Wall Street Journal* bestselling author of *Book Yourself Solid* and *Steal the Show*



**E**XACTLY HOW TO SELL walks you through a tried and true process that draws on time-tested methods designed to attract and keep more customers. No matter what you are selling (yourself, your product or your services) this book provides actionable strategies to deliver results.

Phil M Jones uses simple, practical and easy-to-implement methods in line with the modern business landscape to give readers the confidence to develop the skills needed to win more business.

### Demystifying the Sales Process

Phil M Jones has made it his life's work to demystify the sales process, reframe what it means to “sell,” and help his audiences learn new skills that empower confidence, overcome fears and instantaneously impact their results.

As the author of five international bestselling books, including *Exactly What to Say*, and the youngest ever winner of the coveted British Excellence in Sales and Marketing Award, Phil is currently one of the most in-demand assets to companies worldwide.

Phil makes it his mission to bring both simplicity and integrity to a world that is often full of big egos. He has delivered over 2,000 presentations in 56 countries across 5 continents, training more than 2 million people (both sales and non-sales professionals, leaders and experts) to learn how to have more influence, confidence and control when steering their conversations.

Phil currently lives with his wife, Charlotte, dividing his time between their homes in New York City and their retreat in the Buckinghamshire countryside. He has two beautiful daughters and a rather surprising passion for yoga.

# An Exactly How to Sell Q&A with Phil Jones

## **What inspired you to create *Exactly How to Sell*?**

This book is designed to do exactly what the title says: to provide a hand-held walk through the myriad of factors that influence the decision-making process and allow you to achieve more success by empowering people to choose you, your product and your service. When I decided to write this book my goal was to provide something that would serve readers in many ways. You can read it cover to cover, scribbling notes and actions for yourself; you could lift parts of it and use them to train your own people; or you could keep it close by and use it for inspiration as you go through changes in your business and are looking for some external influence.



## **Who will benefit the most from reading this book?**

*Exactly How to Sell* is a book for entrepreneurs, experts, advisors, consultants and professionals that are responsible for winning customers, growing their business and providing an experience that builds an enviable reputation. From the self-employed plumber through to the CEO of a large corporation—selling remains a vital part of the role. And before you get to be good at the thing that you are good at, a sale needs to take place. Everybody is selling something, be it a product, a service an idea or an outcome. If you are looking to get more of something and grow your commercial success, this book was written for you.

## **What do you hope readers will take away from *Exactly How to Sell*?**

Refining your craft as you grow your own success is an ongoing discovery, and this book is something that can be revisited time and time again as you look to launch new ideas, seeking flashes of inspiration or are preparing for a new opportunity. I hope readers will take ownership of this book and use it as a guide to further develop skills in winning business.

# Experts Rave About Phil Jones and Exactly How to Sell

“*Exactly How to Sell* is exactly what it promises. It is the nuts and bolts of selling, blending old school techniques with today’s dynamic customer needs.”

**HEATHER SAGER**, Vice President, Learning & Development,  
Audigy Group, LLC

“This book is simple, yet deep, and filled with many ideas you can implement immediately regardless of the size of your organization. Read it, buy it for your team and share it with anyone you know who wants to know exactly how to sell.”

**NEEN JAMES**, Attention Expert, Neen James Inc.

“Phil Jones’s new book should be required reading for anyone who works in sales. His step-by-step process is an essential road map for those who truly want to create exponential success in any sales role.”

**SARA MENKE**, CEO, Premier Staffing Inc.

“In *Exactly How to Sell*, Phil Jones neatly packages the mindset, steps and methods that will help any business professional grow a business with honesty. If you struggle to find the recipe to land new business, Phil delivers the magic formula in *Exactly How to Sell*.”

**IAN ALTMAN**, co-author of Same Side Selling, Forbes.com Columnist

“*Exactly How to Sell* is a tactical, instantly actionable book that shows anyone the exact road map to sell your ideas, your product or your service.”

**CLAY HEBERT**, Marketing Strategist and Speaker

## Exactly How to Sell: The Sales Guide for Non-Sales Professionals

Phil M Jones

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Business & Management ·

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## For all media and general inquiries:

[bonnie@philmjones.com](mailto:bonnie@philmjones.com)

[philmjones.com](http://philmjones.com)

[facebook.com/philmjonesales](https://www.facebook.com/philmjonesales)

[twitter.com/philmjonesuk](https://twitter.com/philmjonesuk)

[instagram.com/philmjonesuk](https://www.instagram.com/philmjonesuk)

[linkedin.com/in/philmjones](https://www.linkedin.com/in/philmjones)

<https://soundcloud.com/philmjones>

[youtube.com/user/phillipmjones1](https://www.youtube.com/user/phillipmjones1)

