



# Selling Essentials: Your First 90 Days In Selling

*Claude Whitacre*

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## What New Salespeople Must Know, Their First 90 Days, To Guarantee Success In Selling

**For new salespeople and their sales managers only.**

In your company, right now, there are salespeople making a very comfortable living. Their customers love them, trust them, and will follow their recommendations. These are the top 20%. The other 80% are barely getting by. No matter how hard they try, they feel stuck.

So, why are 80% of the salespeople barely getting by? Because they didn't start off on the right foot. They developed habits in the beginning that prevent them from ever succeeding. Their "beginner mistakes" become habits, that eventually become unbreakable.

**Here's a secret;** Nearly everything the superstars do, is something that they learned the first month or two with the company. If you are a sales manager or trainer, you know that's true.

The author took a look at his 35 years of sales training and sales recruiting, and discovered the factors that the most successful salespeople share. And the good news is, these factors are learned and established very early in a new salesperson's career...typically the first couple of months.

The work habits, the priorities, the attitude are all established in the beginning.

In the book *Selling Essentials*, you'll learn all the factors that can guarantee that a new salesperson will quickly become a top salesperson.

This book will set you on the right course, from the first day of your new sales career.

If you are a sales manager or trainer, you'll find the tools to make your job far easier, and help you show your new salespeople how to hit the ground running.

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