



THE ULTIMATE SALES MACHINE

Turbocharge Your Business
With Relentless Focus On 12 Key Strategies

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READINGGRAPHICS
Ideas Come Alive



The Big "So What"

To succeed in business, you must master 3 vital areas: management, marketing and sales. This book breaks down exactly how to do that with **12 proven strategies which Holmes has used to build various businesses and to train business owners and employees.** These tips are useful for anyone involved in sales, marketing or operating a business/team.



Introduction

Ideas alone, no matter how good, are useless if they're not implemented. To master something, you must practice the same thing consistently until it becomes second-nature to you. **To build the Ultimate Sales Machine, you must apply the 12 strategies in this book with "pigheaded discipline", honing and perfecting them until they become an integral part of how your organization operates.**

The book is organized into 12 chapters on time management, training, meetings, talent management, strategy, marketing, sales, ideal buyers, presentations, closing skills, follow-ups, and implementation. By mastering all of these areas, you can ensure the success of any business.

In this summary, we've organized the inter-related strategies and tips into 4 key parts: Management, Marketing, Sales, and Operating your Ultimate Sales Machine.



Part 1: Management

Every company has finite resources. To build an effective

KEY QUOTES

"The promise of this book is that you will learn how to create mastery in your business resulting in the finest, most profitable, and best-run business you can have."

"Mastery is not about being special or more gifted...Mastery is a direct result of pigheaded discipline and determination."

"It is the same with any business; there are basics that you can do over and over again until every aspect runs like a machine."