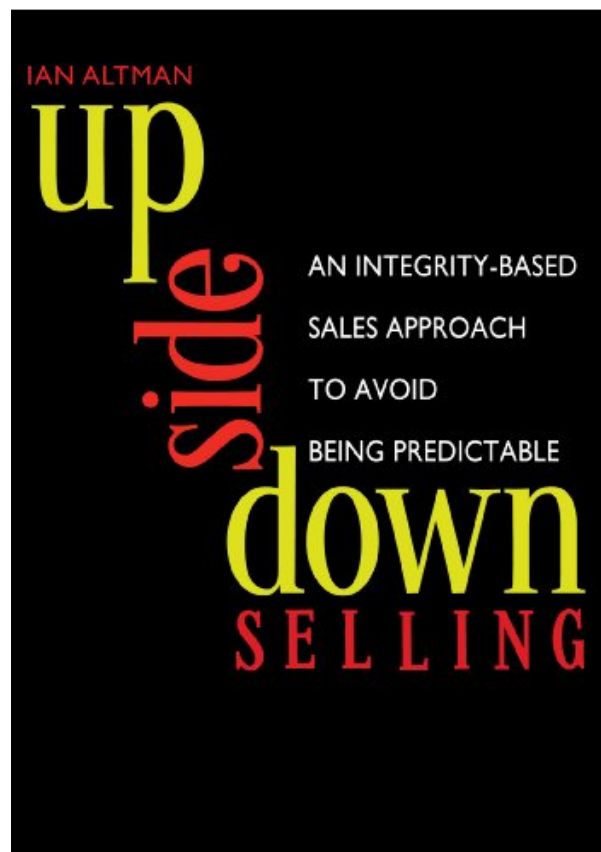


UPSIDE DOWN SELLING: AN INTEGRITY-BASED SALES APPROACH TO AVOID BEING PREDICTABLE BY IAN ALTMAN



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Review

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This quick read will help you and your team find and bring online the problem solvers in your own organization...team members who can increase both the top line and bottom line results...not by selling, but by solving. --Donald J. Hurzeler Former CEO Zurich Insurance and author of *The Way Up*

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If you own a business or run a sales organization, and you don't want to chase the wrong customers, you need to buy this book for your sales team (and anyone else that interfaces with your customers!). --Marissa Levin - CEO of Information Experts

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Upside-Down Selling takes just about everything you know about the selling process and turns it on its ear – upside-down, if you will...

- ★ That means shifting the mindset from “pushing for sales” to delivering value.
- ★ That means getting away – far away! – from the traditional stereotypical perception of salespeople as plaid-jacket-wearing, lying weasels.
- ★ And that means achieving outrageous success by comfortably engaging your entire team to grow revenue.
- ★ With Upside-Down Selling, you’ll quickly realize that your greatest growth potential is sitting right under your nose.

What others are saying about Upside-Down Selling:

“I know Ian and have seen his work. He identifies problems, finds solutions and saves clients money. That formula is at the heart of his new book, Upside-Down Selling. This quick read will help you and your team find and “bring online” the problem solvers in your own organization...team members who can increase both the top line and bottom line results...not by selling, but by solving.”

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"If you don't have the opportunity to see Ian Altman live, this is the next best thing! His energy, enthusiasm, and most importantly, his real-world content comes to life in this simple, but powerful book. It not only informs, it involves the reader from start to finish."

Robert L. Jolles
President, Jolles Associates, Inc. and
best selling author of Customer Centered Selling

"Let's just cut to the chase folks. If you're in sales and ready to stop wasting your time with fruitless "work", then you need to read this book. If you're looking to give your team a much great vision of sales success, networking, and referrals-- you need to read this book. And finally, if you really just want to sell more stuff-- you need to read this book. Ian's language and message in Upside Down Selling is clear, concise, and exactly the shot in the arm you and your sales staff need right now."

Marcus Sheridan, The Sales Lion

Author of Inbound and Content Marketing Made Easy

“Upside-Down Selling genuinely reflects Ian’s approach to business development. His ability to help each of us recognize and utilize the skills and traits we already possess to drive success and growth in our business is the true gem of his message. This isn’t something that’s intimidating to pick up again and remind myself of Ian's messages to keep me on track.”

Tim R. Hawkins, CPA,
President, LT Business Dynamics

“Ian Altman has written a powerful, must-read book for anyone who wants a practical, comfortable, integrity-based approach to driving unparalleled growth in business. Designed to comfortably engage your whole team, this book is filled with specific actions for anyone who wants to secure dramatic and incredible success. He raises the bar for targeting and winning business without gimmicks. This book is packed with accessible, memorable, results-based mindsets and steps for any business leader seeking outrageous growth for their company.”

Suzi Pomerantz, Executive Coach
and Author of Seal the Deal

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Most helpful customer reviews

5 of 6 people found the following review helpful.

What a relief: A Sales Approach that I feel great about

By Jack Quarles

This book was a relief... I have been struggling with my approach to sales for years because of how I feel about the process. Ian Altman lays out a solution-focused approach to selling that is much more natural than anything I have seen, and the book spells out tactics to follow through and get results. I started using the "i3" framework immediately and it has transformed my sales conversations and is getting results.

I recommend this strongly to anyone who should be selling more but feels conflicted about it - help is on the way.

2 of 2 people found the following review helpful.

A MUST read for any business owner or executive - especially service providers

By Ingar Grev

If you walk into any law firm, defense contractor, consultancy, etc., you'll see an army of incredibly competent professionals who are massively underused as a business development resource. The best people in a services company to identify customer issues, and then help those customers understand that your firm can help them with those issues, are the very professionals that you have working closely with that customer. In my ten years as a defense contractor, working mostly onsite with our customer, I never once received training on how to identify opportunities and turn those opportunities into new business - and I've worked for both small and Fortune 500 companies.

Certainly I learned some things along the way, to the point where business development consulting is one of my practice areas, but what a wasted opportunity. In his book, Altman presents a rational process to leverage the untapped sales force in your company. It's unfortunate that a rational process needs to be named "Upside Down Selling," but as soon as you read this book you'll agree that Upside Down is actually right side up. What your company has been doing all along is most likely upside down.

A quick read that you can finish in 30 minutes, Altman avoids the "filler" and just gets right to the point. Full of actionable, step-by-step plans, "Upside Down Selling" is simply a must read for any business owner or executive.

Ingar Grev

Business Growth Adviser

[...]

2 of 2 people found the following review helpful.

Join the revolution

By Steven J. Dorfman

Just because selling hasn't evolved much in recent decades doesn't mean any of us have to subscribe to the old-school tactics, tips and tricks that still exist, in order to succeed. It's hard to believe that so many salespeople still operate that way ... but they do! This book packs a lot of punch and I'm hoping some of the old-schoolers read it, but clearly EVERYONE can benefit from its great content.

This was my first Kindle book and a great one to kick things off...

In a sea of selling strategies, Ian's approach is unlike anything I've ever seen. It's practical in its approach, simple to execute, the great stories make it quite interesting and the ideas produce results -- I've already applied some of these strategies with my own clients ... and they work! (hence the 5-star rating)

I own a dozen books on selling -- there's no simpler approach and no better value in this category. Buy this book and read it -- I'm sure you'll be as excited as I was to implement the best practices shared inside.

[See all 24 customer reviews...](#)

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