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## Book Reviews

Sales professionals, entrepreneurs, and others will enjoy and benefit from Dan Seidman's *The Death of 20th Century Selling* that looks at fifty sales blunders and how you can profit by avoiding them! Just published, this is a great, no-nonsense guide to why salespeople fail and how to fix the problem, what new tools can be used to insure greater sales success, and much more. This is straight talk about what no longer works and what does!

Books about selling are as prevalent as annoying telemarketing calls, but good books on the subject are nearly impossible to come by. Dan Seidman's innovative effort may prove to be one of the better ones. Instead of presenting sure-fire techniques guaranteed to reap success, the author presents tales of sales gone awry. Salespeople will benefit from it immensely, and consumers will learn how to tell when they're being strung along.

Such lessons, combined with humorous true tales of sales disasters, may just make *The Death of 20th Century Selling* worth its weight in gold.

Dan Kennedy's No B.S. Marketing Newsletter

This is a fun book, full of stories of sales stupidity. If you don't make any of them (!) you'll feel smarter after reading the book. Or you'll get smarter!

### INDEPENDENT AGENT MAGAZINE

Outstanding book for sales pros! 4.5\$ out of 5\$ "Time is Money" rating

*The Death Of 20th Century Selling* analyzes fifty sales blunders with a careful, searching "post-mortem" that dissects exactly what went wrong and how the salesperson might have avoided disaster. In addition, tips on reading body language, structuring a system, and especially dealing with sales partners and co-workers make for an indispensable reference. Written in open, frank, clearly understandable, no-nonsense layman's language, *The Death Of 20th Century Selling* is an absolute, unequivocal "must-read" for anyone and everyone in the business of sales, and makes for fascinating, uproarious, and utterly addictive reading for just about everyone else.

AMAZON.COM Top 10 Reviewer

Invaluable Learning Opportunities - Robert Morris

Near the end of his book, Seidman observes that: "The term system [italics] refers to the use of a model that copies the success of others. The system tells us what to say at the beginning of each sales call. It shows us the path to follow when encountering tough prospects, handling objections, filling out paperwork, even planning the pieces of each workday -- like the times we do phone calling and when we have face-to-face appointments." It is impossible to exaggerate the importance of having a system, whatever its specifics may be. For decades, salespersons at IBM were not only urged to "THINK": they were also required to plan their work and then work their plan. For Seidman, an evangelist of discipline and structure as well as of passion and enthusiasm, the purpose of a sales plan is to insure predictability. Specifically, Seidman explains, "It duplicates successful behavior. It disqualifies bad prospects quickly. It employs strategies that allow you, not the prospect, to control the sales process."

Sales & Marketing Executives International  
Managing Director Willis Turner

I keep Dan Seidman's "The Death of 20th Century Selling" on my desk and use it regularly to inoculate myself against Silly Selling Syndrome. Although I laugh often at the short easy to read sales blunder stories, I often spot myself and the

people I coach in the stories as if there were a beacon on the page that says "You are here!"

In life we can all learn from consequences, and now Seidman effectively teaches this as a strategy in sales. What a concept!

I would highly recommend this book for anyone in sales or sales management!

#### THE SMALL PRESS BOOK REVIEW - Henry Berry

Dan Seidman has mastered the art of using humor to provide instruction. His numerous vignettes of blunders salespersons have made leading to a lost sale are funny. Yet Seidman's lively, entertaining style has a serious purpose for salespersons and other businesspersons. As the author says, "This is a book about how you can make more sales by gaining insight about other salepeople's sales mistakes, so you don't have to make them yourself." After each of the dozens of vignettes gathered from the experiences of actual salespersons, Seidman analyzes it--i. e., performs his autopsy on it--for what lessons it teaches. His "The Death of 20th Century Selling" will not only entertain, but will bring readers quickly up to speed on how to make their way in today's business and consumer environment.