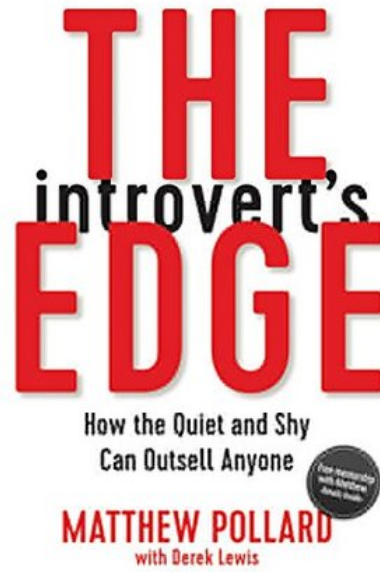


"A GAME CHANGER FOR ANY INTROVERT WHO HATES SELLING." - NEIL PATEL



The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone

Matthew Pollard , Derek Lewis (Contributor)

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An introvert? Great at sales? YES. Sales is a skill anyone can learn and master-and introverts are especially good at it once they learn how to leverage their natural strengths. Introverts aren't comfortable with traditional tactics like aggressively pushing a product or talking over a customer's objections. That's the beauty of The Introvert's Edge: it doesn't focus on the sale itself but on a sales system that helps introverts feel sincere instead of sales-y. Powerful and practical, the book reveals how to: Find natural confidence * Prepare for every situation * Present your value so that customers want to buy * Sidestep objections * Judge when the customer's ready to buy * Ask for the sale-without asking * Continually adapt and improve * Profit from a process that doesn't rely on personality * Enjoy sales With stories of introverted entrepreneurs, salespeople, and business owners who went from stagnant to success, The Introvert's Edge shows you how to succeed in sales-without changing who you are.

The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone Details

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Scott says

I actually didn't realize that this was a book about sales tactics; it seemed more like a practical version of "Quiet" or something. But I was pleasantly surprised. The sales approach that Pollard presents isn't anything new; we used a very similar approach when I worked for the retail branch of a well-known consumer technology company. But Pollard effectively shows that this approach is effective for introverts and highlights for each step how introverts have an advantage.

The strengths of this book is that the advice Pollard gives works for both introverts and extraverts. And for non-sales people, it's quite applicable to much of life in general.

Darren says

The shy, quiet introvert can outsell anyone and sell with the best of them: this is the core claim of this book that may give hope to those who assume that only the bold and brash can succeed. Whether the book can tip the balance and change the reader's psychological state remains to be seen, but it doesn't hurt to try. There is a lot to be said for a calm, authoritative and low-key sales process!

It is quite possible that even an extrovert, or someone who believes in any case they are neither extrovert or introvert, could get some salesmanship knowledge and support from the book. It might be subtle, it might appear to be commonsense, and it might appear to be less-related to hard-core sales techniques but when deployed all of the pieces may fit together and get the introvert talking and hopefully selling. The book's low price means that it is hardly going to break the bank and it is more than possible that something, at least, of use and value will emerge, even if you don't fully get on-side with it.

As a reviewer, I am always sceptical of instant cure-type books, but this may also be subject to some cultural differences. Within this genre, in any case, this book appears to be quite authentic, helpful and guiding, without needing to rely on faux enthusiasm and propelling unrealistic promises into the reader's mind. As well as the advice, it is backed up with various stories about introverted salespeople, business owners and entrepreneurs who have either overcome their introversion or have not really acknowledged it to be a hindrance within their work. Overcoming or circumventing something need not imply change, at least not anything traumatic! You may just be refocussing something...

Certainly, I can agree with a lot of the author's sentiments and advice and perhaps introversion is not as black-and-white as many imagine. I believe it is quite nuanced at times, situation-dependent and by no means an automatic, uncorrectable negative. Viewing the book as a mixture of conversation and gentle guide, I found it a pleasant reading companion that was quite giving, even perhaps to somebody who doesn't necessarily think that their behaviour and mindset needs addressing.

Definitely worthy of consideration, in other words!

Bruce Harpham says

Did you enjoy "Quiet" by Susan Cain? If so, this book is a good follow up that focuses on how to apply introvert strengths to sales. The author makes a good case that process oriented sales used by introverts often produce better results than extrovert based selling which may rely on personality. Some of the sales techniques and methods outlined in the book will not sound new (and the author admits as much). That said, I found it a valuable book to read. I read the audiobook version narrated by Jamie Jackson.

My favorite section involved the ghostwriter "stepping out of the shadows" and sharing his own experiences learning sales from the author. It's an excellent example of transformation in selling results by a writer - I listened to that section twice.

Gregory says

Two things I rarely do.

1. I don't believe I've ever given a business book five stars; however, this one won them all.
2. I don't usually read books more than once; however, I will return to *The Introvert's Edge* again and again.

I consider myself more of an ambivert, but this book was written for me! I am already using the tips and techniques that Mr. Pollard has suggested in his book and I'm seeing results in my coaching business. The fear of "always be closing" becomes much more manageable when you have a guide that leads you to a YES! from a potential client.

Thank you for writing this! You have empowered me to be able to not let "sales" get in the way of helping my clients succeed!

Andy says

Seems reasonable. Follow a script including chit-chat, agenda, determining pain points, assuming the sale, telling stories of examples of people like the prospects. Do all this on top of introvert's innate listening skills, etc.

William Molinari says

I bought this book because I wanted to understand a little bit more about introverts, so I can improve myself and understand others better. In the end, this book is totally related to sales and part of it was not so interesting to me.

I have to say that his method seems to be really good. The example (and testimonial) he shows close to the end of the book proves (at least for me) everything he wrote in the book. It was very persuasive, easy to follow, structured, and good for introverts.

The book is good for introverts who have to deal with sales somehow, or for those who don't understand how

would it be possible for an introvert to deal with sales. I learned some tricks, but it's not life-changing for my current context.

Here are my notes for this book:

- * Introverts take their energy from being alone. Extroverts get it by being with people
- * Introverts usually hate chitchat or small talks and rather prefer meaningful conversations.
- * People usually tend to work on things they are comfortable. Engineers tend to look for engineering instead of trying sales
- * Sales is a skill anyone can learn and introverts make the best salesperson
- * Talk to the right person to solve your problem. (or to deliver your sales pitch)
- * Extroverts depend on external forces/people. Introverts follow a plan and depend on themselves only
- * Finland is the country with more introverts
- * For introverts (who hate small talks) it's better to have a plan to execute when small talks are needed. It should consider something you like and works for you
- * Introverts don't rely on personality, and plans beat personality in the long run
- * Don't tell people what you sell. Understand people's problems and offer a solution using what you have to offer
- * Don't win the fight and lose the sale. There's not that much advantage on that
- * Instead of saying that the client is wrong (somehow), use: "this is what happens when "
- * Introverts tend to suffer from anxiety more than extroverts
- * Always have more than one prospects to present your idea, it reduces the pressure
- * When introverts afford to be indifferent, they often get the best deals.
- * Trust is the base of everything else. Gain their trust and empathy before selling anything.
- * Introverts don't like to show themselves explicitly
- * When setting a value for a presentation or something, you should give a hint of your professional experience so they can value you. * * You don't have to throw them your resume, but give them a hint that you know your stuff and is well positioned in the market
- * Have an agenda before a conversation. You should let him/her you know that you know what you're doing and he can trust you to guide it
- * Don't give many options to your customer or it will decrease the change of him buying something. It's related to the paradox of choice
- * Ask the right questions, in the right order, moving to the heart of their problem, and showing you have what they need
- * Get through the gatekeeper. Secretaries and other people who stay between you and the person who actually has the power to take the decision. Be kind and direct by saying what you are selling and asking for who you should be talking to.
- * Tell, not sell. Use stories to get the attention of the buyer, we relate ourselves to stories a lot. "When sleeping, the body is resting but the mind is telling you stories"
- * A story must show why it's important and also where the protagonist was before and what he became
- * Learn decent sales or you may be a hostage of your salesperson

It's worth saying that I highly recommend *How to Win Friends and Influence People* to everyone I know. It's about sales, but not only sales. ?

Terry Burgan says

We have had Jess working for us for 6 months, when we met her she was a shy girl who came to an

interview with her boyfriend (a total extrovert) who we were going to give a sales position to. We gave Jess a go after her boyfriend said she was really smart but very quiet,...I mean very quiet..... we have had very little in the way of sales results, nada, zero, no bookings but I can say she learned quickly, we knew it was her first job out of school and felt somewhere down inside there was a good salesperson, at least we were hoped for this. We stuck with Jess because she was pleasant, detailed, we knew she was an introvert so I gave Jess a copy of your book **The Introvert's Edge**. This week she turned the corner with three hot leads and one booking which she has managed from start to finish. I asked her yesterday what has made the difference and she started quoting some of the tips from your book, like really, it was the boom which has turned her lights on. When she told me I got the shivers mate, I was really happy for her and naturally because it was **The Introvert's Edge** which has given her the confidence to sell. So.... I would like to thank you for writing the book, it has made the difference between wasting many months training and investment in Jess to getting an outcome like this. The tone of her voice, her new and revitalized attitude, her results are just mind-blowing. I know Jess will be with us for the long run. Michelle and I are very excited about this progress. We have a gem of a person working with us who is now excited about getting the next sale!

Zenobia Robertson says

The format of the book is great, it is very interesting and easy to follow to. It made me realise that being an introvert in the world of sales definitely wasn't a disadvantage, in fact quite the opposite!

The best thing about the book is the stories, they help to illustrate the power of Matthew's sales techniques. The process is broken down into steps that are easy to follow.

Also the bonuses that come with the book are great too. I am working my way through them at the moment. Matthew has gone above and beyond with the value he has offered in the book, and the support available after!

Karsten Speckmann says

I Am Sold..!

Who would have thought anybody could sell the idea I - confessed introvert - could get to like Sales..? Well, Matthew and Jamie made this happen.

This is a great guide for startups, blossoming entrepreneurs, and any professional who loves helping others, but has hesitation (or dread) of sales keeping those who need that help away.

Introvert traits that might make us feel a bad fit for selling our service, our skills (like for career promotion) or products are actually what makes us a perfect fit. My favorite takeaway is that Sales is not that snake oil thing. Actually, it is all about helping others. Price is more an afterthought, a deserved compensation for value added. This book is wholeheartedly recommended. I read through it in one day, and will come back to the concise advice, regularly!

Bev says

The Introvert's Edge. It was that unusual title that enticed me to pick up this book. There are more extroverts than introverts in our world, and to our introverted eyes, there don't seem to be many advantages or "edges" that we have over our peers.

"Introverts aren't comfortable with traditional tactics like aggressively pushing a product or talking over a customer's objections. That's the beauty of The Introvert's Edge: it doesn't focus on the sale itself but on a sales system that helps introverts feel sincere instead of sales-y." says the blurb.

The book is true to this. It offers practical solutions to the 'the only way to sell is to pick up the phone and cold call people until you're done' dilemma. I think even extroverts would benefit from the stories. They're real, and get you thinking about your personality and how to use your strengths to do the job differently, well and in a way that is true to yourself. All good things, that should result in better outcomes, in my view.

Read my full review here.

Belles says

I'm not in sales but offered great insights. I think anyone involved in sales would benefit from reading this, regardless of whether they're an introvert or extrovert.

Charles says

As an organizing premise, Pollard splits salespeople into two groups. The person that uses their assertive personality as a bludgeon to aggressively pursue sales, in other words the cliché of the used car salesman. This would be the extravert. On the other side is the more disciplined, less assertive personality that will not pursue a sale to the point of annoying the potential customer. In this case, the introvert. In popular literature, it is the extravert that clinches the sale, while the introvert struggles to make a living.

It is Pollard's position that if they are properly guided, it is the introverts that will make the greater number of sales. By proper guidance, he means following a proven process, which is where the introvert can outperform the extravert. For the introvert concentrates on satisfying the customer's needs, explaining the valuable ways that the product can be used. While the extravert relies on the power of their personality and employs an often annoying hard sell strategy.

However, for the introvert to outperform, the sales process and policy must be explained. Pollard openly describes creating a provenly successfull script, practicing it to perfection and then following it while on sales calls. There is no doubt that the soft sell that relies on hearing what the customer needs rather than telling them what they need is a more effective sales practice.

This is a great book for companies and individuals that must go out in the field and sell to customers where there is no prior relationship between the two.

Val says

This book was "okay" I got it because it was on daily sale on Audible and I'm always up for reading a book about introverts and how to make introversion work better in this world where extroverts seem to have an advantage. I got bored during a few parts of the book that talk specifically about sales. I am not a sales person - if you are this book would be amazing! It did help relate how the techniques used in sales for an introvert can be also applied to life outside of sales, marketing, and work. Overall, I did get some valuable info out of the book and enjoyed it.

Deborah says

Create a script. Tell stories.

Consultant not salesman. Helping people - this is me, I don't like selling people things they don't need.

Seven steps

1. Trust and agenda
 2. ask probing questions
 3. qualifications
 4. story-based selling
 5. dealing with objections
 6. trial close
 7. assume the sale
-

Joseph says

Much of the contents of this book do not seem isolated to just aiding the introvert, but seem generic enough to help anyone in sales or customer-focused interactions. While useful and practical, it seems to just supply the minimum amount of aid to the reader before the authors end the book with an almost-sales pitch for their own consultancy practice; such that the reader may feel compelled to seek their services for continued aid.
