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The Closer: A must read for all salesmen and business owners

Bob Kerr

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The Closer: A must read for all salesmen and business owners Bob Kerr
The Closer is an essential buy for any sales person/business owner/entrepreneur who wants to learn some incredible tricks of the trade from a Master Salesman. 35 years ago, Bob Kerr earned over $5000 in his first week in sales and he's made millions since. He's sold kitchens and double glazing, he's sold mobile homes from New York to St Tropez, and he's imported food by the container to Siberia. He's also had an amazing career as a pioneer of the price comparison websites and realised the gap in the beauty aesthetics market long before it became the norm. Bob has enjoyed some remarkable successes in his eclectic sales career but he's also had some major disappointments too. And he shares both with candid honesty, light-heartedness and wit. Bob also offers an abundance of sage advice and lessons he's taught his staff over the years, and he tells them in such a way that you won't easily forget them. He explains how small companies can take on the multi-million pound nationals and beat them at their own game by using social media and the internet. He's an expert at persuasion and niche-spotting. And he's unlike any salesman you will have ever come across – his strong ethics and his genuineness are clear for any reader to spot from the very beginning. A fascinating blend of memoir and self-help, The Closer is a refreshing gem of a book that will inspire, motivate and educate all who read it.

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