

# KIRKUS REVIEWS

## TITLE INFORMATION

### WHAT'S HOLDING YOUR SALES BACK?

*Find It, Face It, & Fix It*

Peter Farkas and Leonard Atlas

CreateSpace (284 pp.)

\$24.95 paperback, \$9.99 e-book

ISBN: 978-1-4563-9922-1; April 13, 2017

## BOOK REVIEW

A straightforward, back-to-basics sales guide for the 21st century.

Debut author Farkas opens his comprehensive new book by acknowledging that salespeople have faced an alarmingly new world in recent years. Professional sales managers and their field representatives now must deal with a potential customer base that has an “I’ll just Google it” mindset, the author says—also known as an “I want it now and for free or next to nothing” mentality. But although this attitude is ubiquitous, Farkas aims to remind readers that sales principles are also everywhere: “the untrained engineer who discusses something as mundane as value engineering with her client may not be aware that she is deeply immersed in the sales process,” he writes. “Well, she is!” With this in mind, he attempts to boil down the sales process to a few simple, core concepts. For example, he embraces the “80/20” rule of sorting one’s priorities—“the law of the vital few and the trivial many.” This method urges salespeople to be vigilant about any part of the sales process that wastes their most valuable product: time. He also concentrates on “TWA”—thoughts, words, and actions—and repeatedly stresses that these three things, unlike other variables, are entirely under the salesperson’s control. The author has decades of experience in business and in coaching sales teams, and this lends an ease and authority to his writing—both rare qualities in books of this type. There’s a dense wealth of material in this book, but Farkas consistently takes the time to make sure that his readers are absorbing it all (“Let’s go through the process of arriving at your answer together”), which enhances the work’s strong mentoring feel. This tone will make sales professionals at all levels feel less alone as they confront the “chemistry or catastrophe” of their calling.

A tough, knowledgeable instruction manual that gets at the essentials of modern sales.

## EXCERPTING POLICIES

Please review Kirkus Media’s excerpting policies before publishing any portion of this review online or in print for any use. To learn about proper attribution and to ensure your use is in compliance with our guidelines, we invite you to visit <http://www.kirkusreviews.com/indieexcerpts>.