



# The Ultimate Sales Machine: Turbocharge Your Business with Relentless Focus on 12 Key Strategies

By Chet Holmes

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Chet Holmes helps his clients blow away both the competition and their own expectations. And his advice starts with one simple concept: focus! Instead of trying to master four thousand strategies to improve your business, zero in on the few essential skill areas that make the big difference.

*The Ultimate Sales Machine* shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve?sales, marketing, management, and more.

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## The Ultimate Sales Machine: Turbocharge Your Business with Relentless Focus on 12 Key Strategies By Chet Holmes Bibliography

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### Editorial Review

#### Review

This book will be a classic for as long as businesses seek to improve their profits, their sales, and their futures. (Jay Conrad Levinson, author of the Guerrilla Marketing series)

This is by far the best sales book I have ever read and I have read hundreds. As someone who runs [more than] fifteen companies and employs more than six hundred people, I can honestly say this is a book I will refer to for decades to come. (A. Harrison Barnes, CEO, Juriscape)

No hype or theory here. Chet offers sound, yet simple, business advice to grow your business stronger than ever! (Tom Hopkins, author of "How to Master the Art of Selling")

Chet has the best material I've seen for how to attract an army of top producers and how to get the most out of them once you get them. (T. Harv Eker, bestselling author of "Secrets of the Millionaire Mind")

Chet Holmes is one of the greatest teachers of marketing, sales, and business success in the world today. This incredible book will supercharge results in every part of your business. (Brian Tracy, author of "The Way to Wealth")

"The Ultimate Sales Machine" [is] a book that puts it all together to help you dramatically increase your sales if you are wise enough to follow its advice. (Michael Gerber, bestselling author of "The E-Myth" and "E-Myth Revisited")

"The Ultimate Sales Machine" is an amazing book that will powerfully change the way you do business. Chet Holmes is a one-of-a-kind talent and this incredibly practical book is the embodiment of his highly successful approach. (Stephen M. R. Covey, author of "The Speed of Trust")

Reading Chet Holmes's book can turn your business into a high-performing, massively profitable, superior money-making force in whatever field or market you compete in. . . . Its essential reading for anyone craving business greatness and prosperity. (Jay Abraham, author of "Getting Everything You Can Out of All You've Got")

Chet not only knows more and better ways to grow sales than probably anyone, but even more important, he has the systems that make his concepts realistic and easy to implement. Most of the books I've read on business growth are interesting. But this man's material is out-of-the-park great. (Loral Langemeier, author of "The Millionaire Makers Guide to Creating a Cash Machine for Life")

aFar more than just another sales book.a

a "Entrepreneur"

aA powerful, entertaining guidebook to mastering the fundamentals that drive thriving sales.a

a "Kirkus"

aA holistic sales and marketing campaign that works.a

a "Booklist"

aChet Holmes is one of the greatest teachers of marketing, sales, and business success in the world today.a

aBrian Tracy, author of "The Way to Wealth"

aThis is by far the best sales book I have ever read, and I have read hundreds.a

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About the Author

**Chris Steiner** is the author of *\$20 Per Gallon*, a *New York Times* bestseller. His writing has appeared in *Forbes*, the *Chicago Tribune*, the *Wall Street Journal*, *Fast Company*, and more. He holds an engineering degree from the University of Illinois at Urbana-Champaign and a masters in journalism from Northwestern University. Steiner lives in Evanston, Illinois, with his family.

From [AudioFile](#)

Anthony Heald 's pleasing voice and perfect diction are just the start of what he brings to this outstanding business lesson. Along with his obvious confidence at the microphone, his smart-aleck tone stands up well to the author's assertive writing and magnifies the impact of his ideas. The 12 strategies that anchor the lesson cover every possible aspect of major-league selling and marketing. Holmes offers sophisticated advice on such topics as to-do lists, creating superstar performers, leading proactively, high-impact marketing, staff meetings, handling interruptions, effective training, and, most critical, staying 100% disciplined and committed to important tasks and goals. This sophisticated guide emphasizes analytic thinking and careful strategies. Holmes is an original thinker, and his exercises have an energizing edge. T.W. Winner of AudioFile Earphones Award © AudioFile 2008, Portland, Maine-- Copyright © AudioFile, Portland, Maine

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**Tara Cassell:**

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