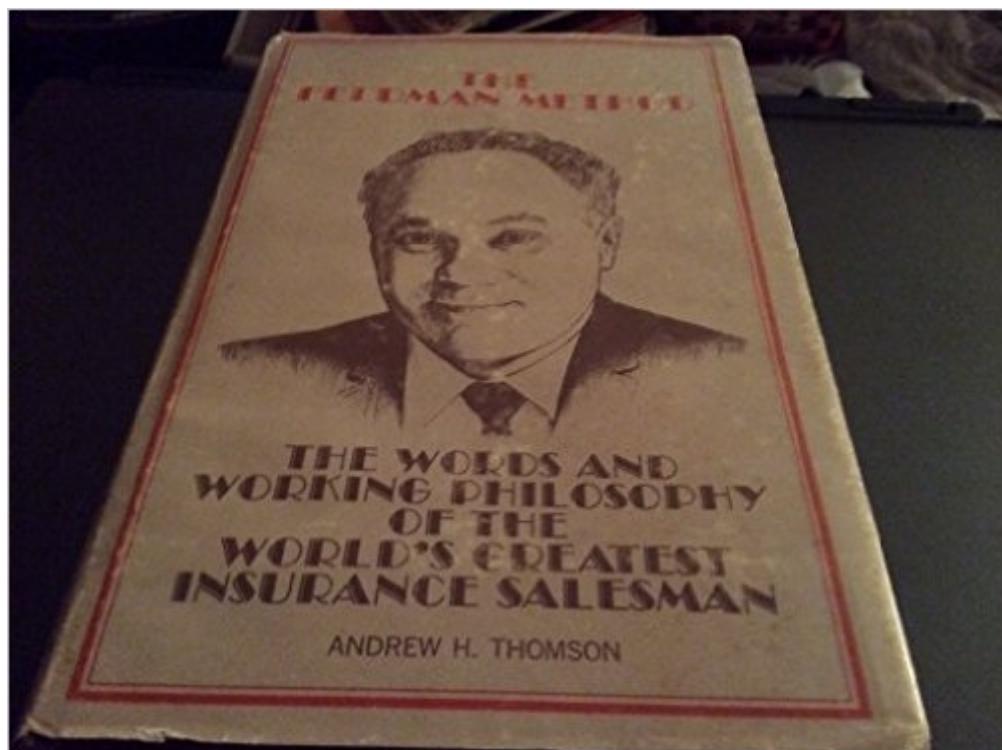


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# The Feldman Method



## **Synopsis**

Ben Feldman perfected a series of techniques for selling life insurance that earned him a place in the Guinness Book of World Records as the most outstanding salesman in history. Drawing on these foolproof techniques, this book offers a step-by-step action plan leading to sales success. You will be able to follow and absorb the working philosophy, the approaches, the closes, presentations and power phrases that made Ben Feldman the greatest insurance salesman in the world.

## **Book Information**

Paperback: 204 pages

Publisher: Lexington House Books; Rev Sub edition (January 1989)

Language: English

ISBN-10: 0884621162

ISBN-13: 978-0884621164

Product Dimensions: 8.2 x 5.3 x 0.5 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 4.7 out of 5 starsÂ  See all reviewsÂ  (19 customer reviews)

Best Sellers Rank: #395,625 in Books (See Top 100 in Books) #71 inÂ  Books > Business & Money > Insurance > Business #1198 inÂ  Books > Business & Money > Marketing & Sales > Sales & Selling #4840 inÂ  Books > Business & Money > Management & Leadership > Management

## **Customer Reviews**

I bought this book 20 years ago & was just thumbing through my copy. Ben Feldman was a master salesman and proved it in this book. For his time, Feldman produced staggering sales figures. These were mostly sales of whole life policies packaged to presented to business owners. The sales techniques and Feldmanisms are easily transferable to today's selling and also transferable to the selling of any product. He took a boring product like whole life insurance and made it brain dead obvious that you should own it. Spend the money. Get the book. You can't have mine.

If you are looking for an outstanding book on sales you've found it. At the core of Feldman's philosophy are the two key issues: 1. identifying problems people face and creating packaged solutions to those problems, and 2. articulating the problem in such a way that the prospect has to acknowledge the real consequences of the problem. This book is no silver bullet (although if you sell insurance it's about as close as you're ever going to come). However if you're willing to embrace Feldman's philosophy and work hard then I believe the results will speak for themselves.

I'm not an insurance salesman, but am in Financial Services. I recently found a copy of this book and finished it in one day. The principles used by Ben Feldman and described by the author (his former boss) are basic, fundamentally sound tenets of sales. However, they are iterated in such a way - coming from a reputable and successful source - that drives home the simplicity of what is needed to be wildly successful in sales (and not just insurance sales!). Because this book is out of print, it's hard to find, and an old copy might run upwards of \$30-40 or more; however, please believe me when I state in no uncertain terms that it'll be money well-spent. This book cuts through a lot of the modern-day waste, drivel and filler that lines the pages of today's sales books (possibly because it was written in 1969) and cuts right to the core of what is needed to make it. If you are fortunate enough to uncover a copy of this volume, grab it, read it, learn it, and do not give it away.

This book is about the Greatest Life Insurance Salesman in the World. He holds, as of today, the world record for the most products sold (by value) by a salesman in a career, in a year (\$100,000,000), and in a single day (\$20,000,000). Even by the end of his career, his commission were over \$1,000,000 per year. This book is about his prospecting methods, his presentations, his working habits, etc. It offers a step-by-step action plan that he used to raise himself from a \$10 a week producer to over a million Dollar per year. In this book you will even find samples of letters that he sent to his prospects. This book is a must read for every day motivation and inspiration. It contains the exact words used by Ben Feldman on his presentation. I now understand that the key to the sale is to keep it simple!

Excellent sales book with good insights in the psychology of sales. The book is based on the procedural sales approach of Ben Feldman, legendary insurance salesman in the 40-50ties. Although I'm not an insurance salesman myself, I think this book could be useful, if you would like to develop differentiating sales questions. Feldman asked "Disturbing Questions" (Chapter 5: Prospecting): a powerful technique for identifying problems. The book emphasizes that the Sales Process (or the way you sell) can make the difference, even if you are selling commoditised services.

Ben Feldman started work at 8 am and worked from 12-16 hours a day, 6 days per week. Every night when he got home he would study for two hours to get more knowledge so he could better serve his clients. On Sunday he would plan the week ahead. He developed a method of reducing

things and thoughts to their most simple form. Ben sold discounted dollars. He was the greatest life insurance salesman that ever lived and surely one of the best in any field. It's a must read for anyone looking for the keys to success. Hard work and constant improvement/study was his key(s) to get from a 10 dollar a month egg seller to someone that has given millions to good causes. This is one sales book that will remain a classic for 1000 years. It's a great book and should only receive 5 stars. John Halloran Certified Gold Exchange, Inc

This book is packed with practical ideas about building value for the customer and closing the sale. What I like about Ben, is that he truly seemed to be interested in helping people and built his "insurance packages" around this thought of helping others achieve financial protection and success. Great read! Tons of practical information here! I paid \$120.00 for my copy as this book is an out of print edition and very rare to find. Well worth it!

Excellent salesmanship methods. I'd buy another copy if I could find one!

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