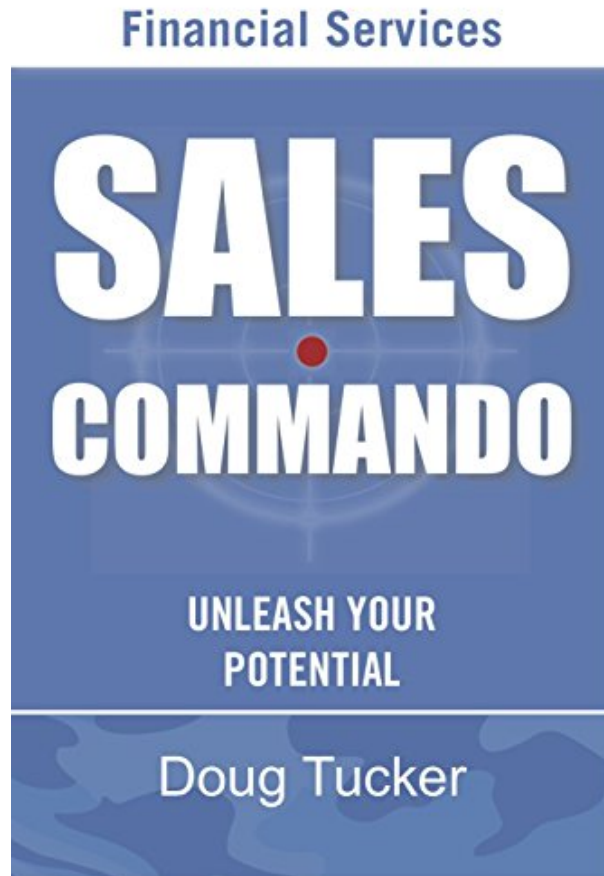


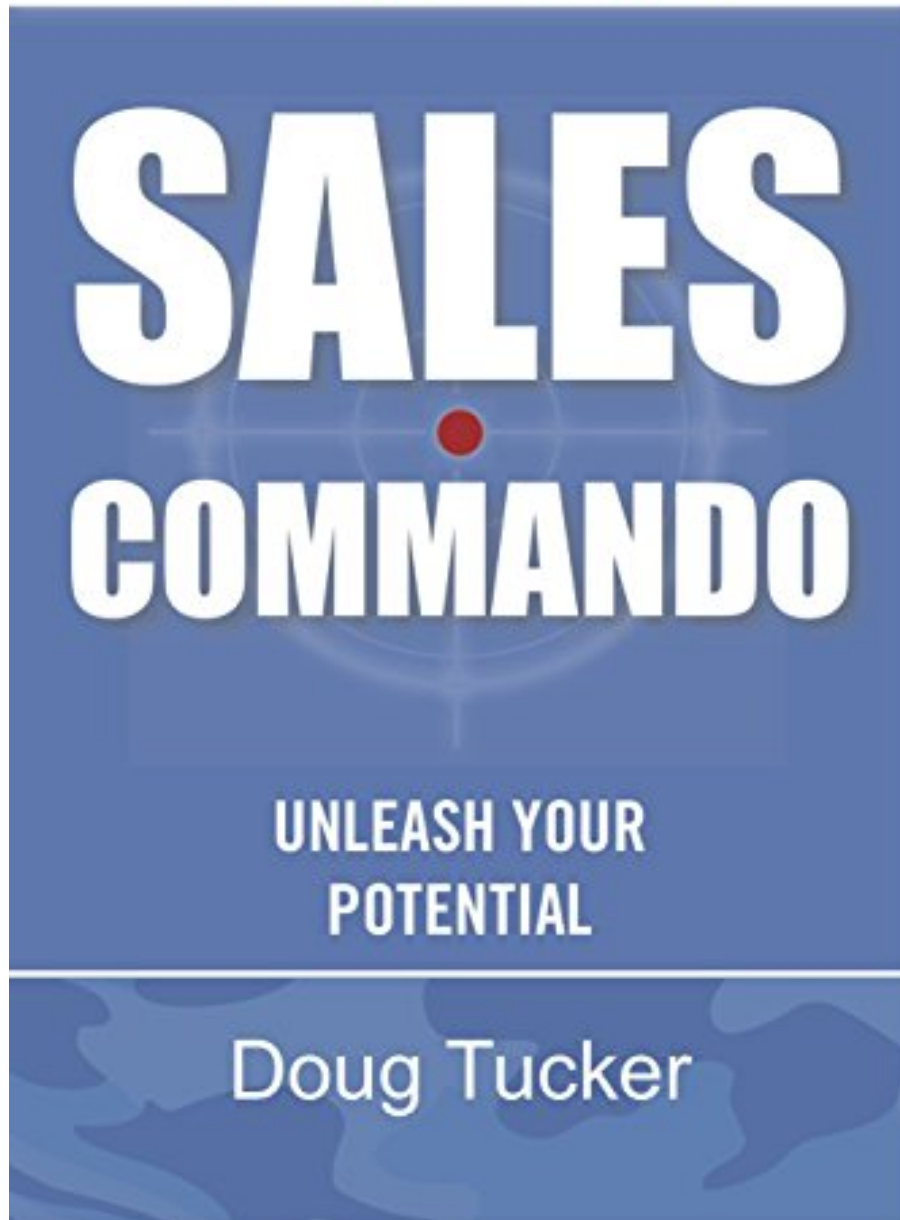
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About the Author

Doug Tucker left his inner-London comprehensive school at sixteen and a half with no real academic qualifications and soon followed his dream of joining the Royal Marine Commandos, where he served a successful military career. He then followed in the footsteps of many ex-servicemen and sought employment in public services, in his case becoming a full-time firefighter for eight years. Wanting more of a challenge and to improve his lot in life, Doug set out on a series of ventures, some successful and others less so, ultimately resigning from the fire service to run his own company importing garden leisure equipment from America and Africa. His company grew to become one of the largest dealers in luxury garden spas in the world, winning awards for sales and marketing achievements. Over time, Doug progressed into the financial services industry, where he enjoyed great success working for a world-leading organisation, travelling the world and mentoring financial services sales professionals. The experience led him to build his own company, *Sales Commando*, where he has packaged the lessons he has learnt throughout his life. His aim is to provide breakthrough moments for people who want to develop and get to the next level in sales. Today, Doug Tucker holds motivational and educational seminars around the world and has improved the sales techniques of thousands who have attended these events.

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Sales Commando, Unleash your potential is an accessible, jargon free and highly innovative sales programme by former Marine Commando Doug Tucker. After an early career in the armed forces, Tucker has enjoyed incredible success in the financial services arena. Today he shares his selling secrets to packed seminars around the globe. Now, here, for the first time, he has set down his unique – and 100 per cent effective – sales programme in book form.

Sales Commando, Unleash your potential is a straight-talking, no-nonsense approach which leads you through the selling process step-by-step, with advice on everything from finding prospects, to handling objections, to securing all-important referrals. The book is packed full with handy tips and techniques and interspersed with inspirational stories from the front line of financial services sales, as told to Tucker by more than a dozen top-selling sales professionals.

If you are working in financial services and your career needs a boost, this is a book you cannot afford to miss.

Are you ready to find your own commando spirit and become one of the sales elite?

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Sales Commando packs a serious sales punch!

By Daisy

I have worked in sales for all my career and have received training and advice from many sources along my way - most has been pretty uninspiring and unhelpful.

Doug Tucker & his book "Sales Commando" is a full 360 from this generalization and has been the biggest positive factor in achievement my sales goals to date.

Full of insightful interviews, practical techniques (not just classroom theory) and inspiring words that you can tell have come from hands on knowledge, struggles and success; the book is a fantastic reference tool for all sales professionals, not just those in the Financial Services industry.

It now sits in the top draw of my desk with a number of PostIt note bookmarks - the numbers on the sales board in the office proving the techniques work - alongside my growing shoe collection!

A 5 star review that I think after reading, all in industry professionals will agree with.

0 of 0 people found the following review helpful.

What a book! Well worth the investment in time and money

By malcolm cousins

I bought this book on a whim, as I thought it would just be another self help "win friends and influence people" style book that wouldn't amount to much. How wrong could I be.

This book gives any aspiring sales person -seasoned or new to the business - in sites and tips that can only be gained thigs years of experience.

The book is packed full of useful points, tips, and information to help anyone be successful in sales.

I'm glad I took the time to read it, and know that I can use many things to improve my own sales career.

Well written 5*

0 of 0 people found the following review helpful.

Great read!!

By dale vine

For any young person coming into the industry I would highly recommend the book. Packed full of knowledge from years of experience in the financial industry but at the same time transferable skills to any sales based work. It's a great reminder of the basic principles that can be so easily forgotten as well as providing logical working examples that work fantastically when putting them into practice. All the fundamentals are covered providing a solid knowledge base as well as more advanced techniques that I look forward to continue using. Highly recommended.

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