



**Sales lessons from the top selling sales book in America -  
by Rod Santomassimo**

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## Coaching

On October 1st, I launched my new book, "Knowing Isn't Doing." And it became the number one bestselling book on Amazon.com for sales books, surpassing, in only a few days, top sales authors like Jeb Blount and Grant Cardone!

How? I could tell you it's a great book, but looking back, I recognized that I applied the same exact approach to this book, as I applied to growing my company, and that I share with our clients to growing theirs.

The ability to grow your business is dependent on your ability to find business. And when it comes to finding business, the P-Factor™ has always proven to be an equation that generates results.

The first P is your value proposition. I needed to change our messaging related to the book, given the pandemic, which was first positioned as a book for solopreneurs and independent contractors who are looking to grow their business, to expand to be also applicable to those who are unemployed or underemployed. They are looking to start a business. Have you adapted your value proposition to reflect market conditions?

The second P is having a dominating market presence. I originated and then fortified relationships with some key market influencers across the country who I felt would have the greatest impact on my ability to sell books. What have you done to create a presence with the key influencers in your market?

And the final P of the P-Factor is targeted prospecting, that is, asking for the business. Posting, or sharing the availability of my book, as well as several advertisements and emails to ask, individuals and companies to purchase my book. What is your prospecting campaign?

The P factor TM ( $P + P + P = P\text{-cubed}$ ) has exponential results and will help you become a top seller as well.

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