

Nice Girls DO Get the Sale



Elinor Stutz

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Reviewed by Vicki Landes for Reader Views (10/06)

“Nice Girl” Elinor Stutz shares her surprisingly simple secrets to a rewarding career in sales with the release of her new book, “Nice Girls DO Get the Sale.” Her style challenges the “dog-eat-dog” philosophy that most people have come to associate with the profession and takes the “sleazy” stigma from the term “salesperson.”

Written in an easy-to-read and energetic tone, Stutz will feel like a new best friend as she guides the reader through her process. She motivates with not only her basic golden rule-type outlook but in her own “unshakable faith in [herself] and the product or service” she’s passionately selling. Her emphasis on reliability puts the “Nice Girl Philosophy” well above other methods of persuasive marketing – “the approach reveals sincerity and integrity, and builds heavily upon value.”

Stutz is a proven commodity as she’s gone from “no experience and no training” in a male-dominated, chauvinistic career field to a “top-of-her class” expert. Despite having to figure out how to sell on her own, she outshone her male colleagues by doing what came naturally – being nice. “Care about others and they, in turn, will provide a loyal following” – a concept completely foreign in the sales industry. Her tactics have brought her so much success that she’s created a company around teaching her art, appropriately named “Smooth Sale.”

Stutz’s book is a message of empowerment for adult women who are looking to break into sales or those frustrated with their current strategies and yearn for a fresh approach. Although the book is aimed at women, those men looking for better sales practices would benefit as well. In fact, Stutz’s techniques can also be applied to other industries – “business,” after all, is essentially about selling yourself.

“Nice Girls DO Get the Sale” brilliantly conveys a refreshing way of doing business – nicely! Packed with easy-to-apply advice, Elinor Stutz effectively encourages her readers to have faith and never give up on what they believe in, while valuing honesty and reliability above the almighty dollar (which will naturally follow when labeled as “the nice girl”). Stutz will have you cheering, “You go, girl!”