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Success Secrets of Sales Superstars: The Moves and Mayhem Behind Selling Your Way to the Top as Told by 34 Industry Leaders (Paperback)

By Robert L. Shook, Barry Farber

Entrepreneur Press, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book. Learn how Roger Newton, the co-discoverer of Lipitor, made an internal sale against all odds that championed the world's all-time best-selling drug. Meet Mark Roesler, CEO of CMG Worldwide, a firm that represents Elvis Presley, James Dean, Marilyn Monroe and hundreds of other departed celebrities. Gain valuable advice from storytellers Martin Shafiroff, America's number-one financial advisor; Bob LaMonte, a super sports agent who specializes in representing NFL head coaches; Dave Liniger, CEO of RE/MAX. It doesn't matter if you're a novice, a seasoned professional, or a high-powered CEO--your success depends on how well you sell your product, your service, your idea, yourself. Seasoned salesmen Robert L. Shook and Barry Farber interviewed top salespersons across a variety of industries and have written a collection of fascinating stories, each offering a lesson, valuable insight, or nugget of wisdom that will enhance your selling skills and boost your sales production. As you read these first-person narratives, you will feel as if they are talking directly to you, revealing valuable details behind their greatest sales moves, and imparting priceless lessons on how to sell your way to success...



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