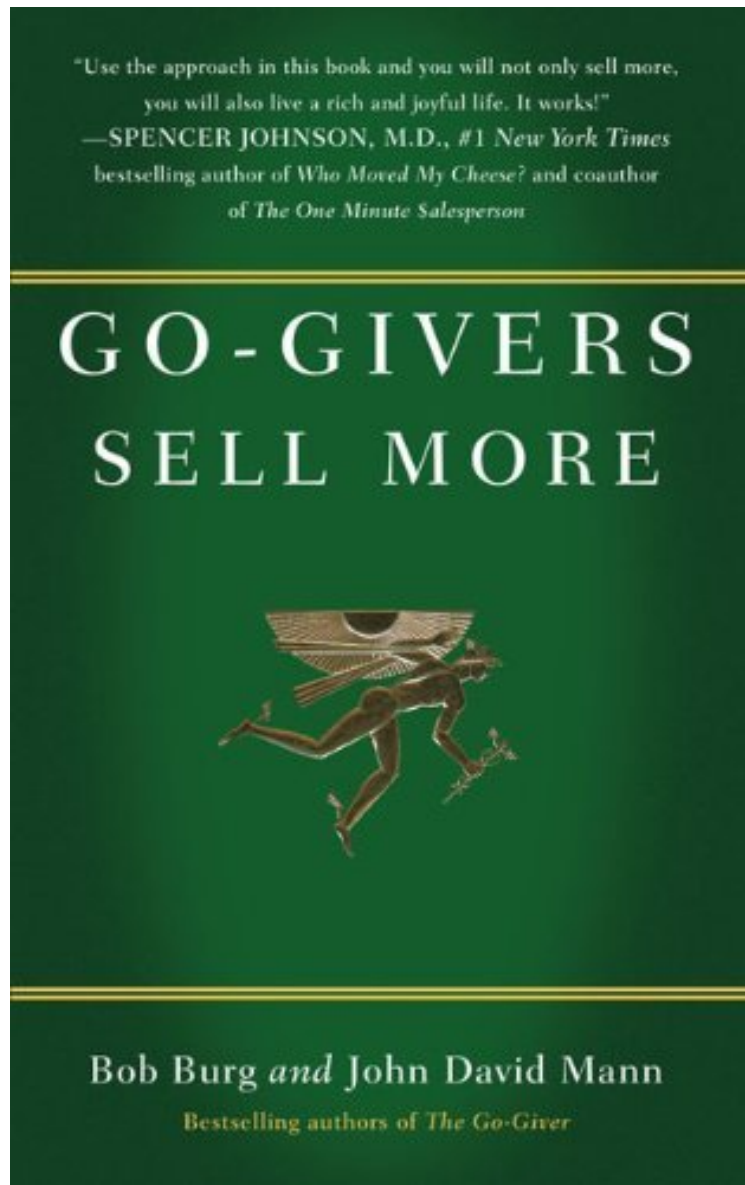


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Go-Givers Sell More

Bob Burg, John David Mann

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Bob Burg, John David Mann : Go-Givers Sell More before purchasing it in order to gage whether or not it would be worth my time, and all praised Go-Givers Sell More:

0 of 0 people found the following review helpful. All marketers and sales reps needs this book!By NicoleThis is a must have for anyone involved in sales or marketing! It provides a swift kick to the attitude and helps challenge and change your mindset to open your eyes to more effective communications that allows you to increase your efficiency, and profitability. This book not only gives you the ability to understand psychology at a different level to help you

maximize sales... it also helps you become a better person overall. So many ah-ha moments... so many laughs... so many subtle and relatable triggers that prompt memories to help you learn from your past actions to make better future decisions. This is a book you'll definitely want in your home library so you don't forget about it and miss out on future lessons... you'll want to read it more than once... more than twice... and I'm sure three reads still won't be enough. 3 of 3 people found the following review helpful. A New Way to Think, it's Awesome By Southern Aurelia This is a great way to listen and be inspired on the way to work. I pop the CD in when I get in the car and kept listening over and over until I grasped the idea. Lots of great motivation and ideas for anyone. Be a giver! Anyone can learn from it. Read the book *The Go Giver* and then purchase these CDs *Go Givers Sell More*. I feel more "human", like I'm making a friend when approaching a customer because of listening to the CDs. You may want to read the book, but for me, I got a lot out of being able to listen over and over again on the way to work. What ever you decide, *Go Giver* will change your life and that of others. 6 of 6 people found the following review helpful. Enjoyable read with great message By Jennifer There really isn't anything more I can say about this book that all of the other 5 star reviewers have already stated. However, I did feel the need to share my voice amongst the other positive reviewers because I truly believe this is a must have book for everyone. Both myself and my husband are in the health care industry and know first hand the importance of valueing each and every patient. We also have two college aged children whom we have also instilled this message. I promote this book as well as the *Go-Givers* to everyone I meet. I believe that if everyone utilized the basic steps outlined in this book we all would have a more profitable and much more positive existence on this planet. "Give more than you are asked and receive more than you can imagine" is the premise I concluded from this book. It is common sense that we have somehow lost along the way. Let's get it back.

With their national bestseller *The Go-Giver*, Bob Burg and John David Mann took the business world by storm, showing that giving is the most fulfilling and effective path to success. That simple, profound story has inspired hundreds of thousands of readers around the world-but some have wondered how its lessons stand up to the tough challenges of everyday real-world business. Now Burg and Mann answer that question in *Go-Givers Sell More*, a practical guide that makes giving the cornerstone of a powerful and effective approach to selling. Most of us think of sales as convincing potential customers to do something they don't really want to. This mentality sets up an adversarial relationship and makes the sales process much harder than it has to be. As Burg and Mann demonstrate, it's far more productive (and satisfying) when salespeople think like *Go-Givers*. Cultivate a trusting relationship and focus exclusively on creating value for the other person, say the authors, and great results will follow automatically. Drawing on a wide range of examples of real-life salespeople who have prospered by giving more, Burg and Mann offer tips and strategies that anyone in sales can start applying right away.

Use the approach in this book and you will not only sell more, you will also lead a rich and joyous life. It works! About the Author Bob Burg is a popular conference speaker who teaches the tenets of *The Go-Giver* to audiences around the world. A former sales professional, he is also the author of *Endless Referrals*. John David Mann is an award-winning author whose titles include the New York Times bestsellers *The Red Circle* and *Flash Foresight*; the international bestseller *The Go-Giver*.