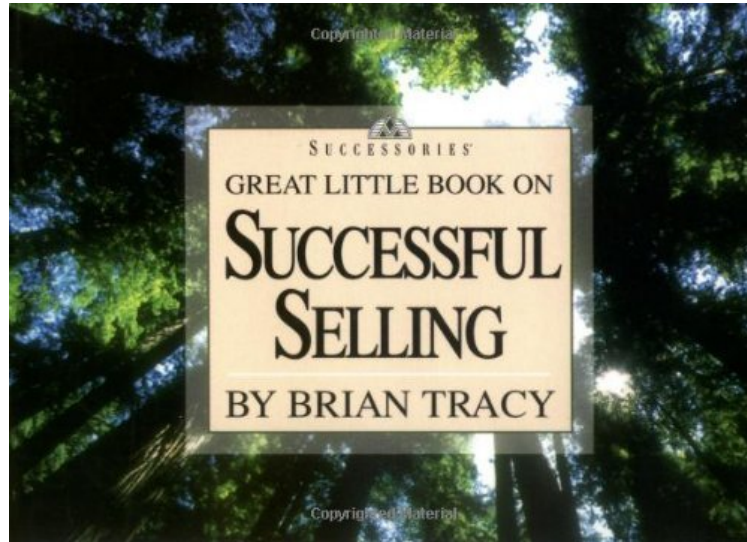


## Great Little Book on Successful Selling (Brian Tracy's Great Little Books)

*Brian Tracy*

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**Brian Tracy : Great Little Book on Successful Selling (Brian Tracy's Great Little Books)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Great Little Book on Successful Selling (Brian Tracy's Great Little Books):

10 of 10 people found the following review helpful. Simply, a marvelous "little book." By A Customer I absolutely loved this book. Working in one of the most competitive industries out there, I am always searching for the best written on the subject of selling. I found Brian Tracy's maxims and thoughts on selling to be incredibly refreshing. The real beauty of the book is its simplicity, written in true "little book" form. We write a different quote from it on our office board every morning to "fire us up!" Definitely a book to read every time you need a little inspiration. I know I do!

1 of 3 people found the following review helpful. Definitely a useful little book By Dan E. Ross I gave this book 4 stars because, while it was refreshing to read and I definitely learned quite a bit, it wasn't a paradigm-shifting book, which is what I am increasingly moving towards for my 5 star books. I absolutely loved this book because it is full of tons of useful stuff. The real beauty of the book is its simplicity, written in true "little book" form. I really like these books as they are quick reads by cutting through 90% of the "BS". Their key to getting long-term value out of a book like this is to highlight the quotes you love and integrate them into your daily life. Practice what you read essentially. Whether you like it or not you are selling everyday. You are selling yourself regardless of what you do for a living. You sell yourself to your family, friends, co-workers, etc. You are creating an image in that person's mind of what they associate you with (pain or pleasure). Having worked in research I found a tough thing for me was sales (my sales force was clueless.) I used some of the antidotes in the book and started seeing improvements in my results. Another insightful book on sales is How to be a Rainmaker, by Jeffrey Fox.

Contains delightful quotations on selling that bring common sense and realistic, fresh approach to selling. Paper. DLC:

Selling - Quotations, Maxims, etc.