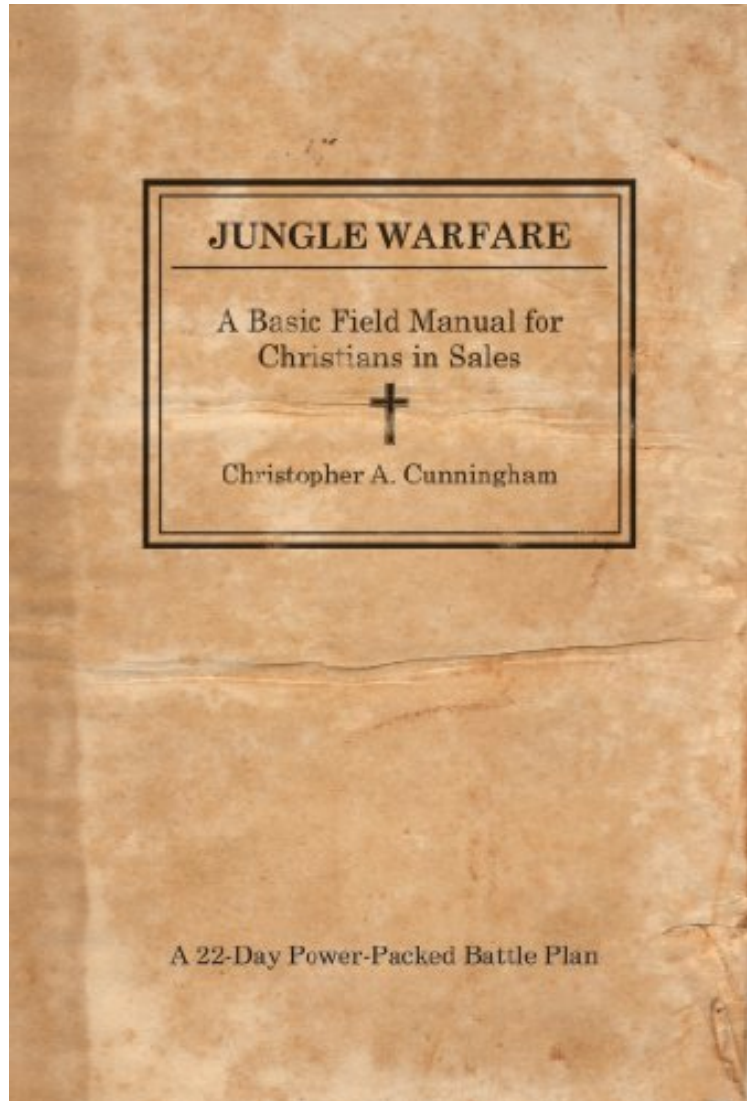


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## Jungle Warfare: A Basic Field Manual for Christians in Sales

*Christopher A. Cunningham*

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**Christopher A. Cunningham : Jungle Warfare: A Basic Field Manual for Christians in Sales** before purchasing it in order to gage whether or not it would be worth my time, and all praised Jungle Warfare: A Basic Field Manual for Christians in Sales:

1 of 1 people found the following review helpful. For everyone!By Michelle M. Cochran MDok--- The premise is great! The content is superb! So, I bought all the books had at the time (5) for some the reps that 'call' on me in my medical office. I thought it would be a great way to reach out and let them know what I believe and give them a little glimpse into Christianity too! I had one book lingering around in my office, so I started reading it daily before I saw patients and I was pleasantly surprised and I would now agree with an earlier reviewer that "this book isn't just a

devotional for Christian sales people", it's for everyone. It is a great motivational book that helps you connect daily to what is important in life. Thanks Chris Cunningham! Michelle Cochran MD2 of 2 people found the following review helpful. Jungle Warfare, inspiring read for all By CLafont In sales your credibility, in my opinion, is the most important aspect of all. It is our character that defines us and we all need help in staying true to ourselves remembering not to stray from honest selling especially during the struggles of a sales cycle. Jungle Warfare is a focused daily read that helps the Christian salesperson do just that. Each chapter includes a preface from the author's grandfather's jungle warfare manual, a scripture verse, and a daily prayer to start your day. After reading this book I felt it was a thoughtful and creative way of helping others through their daily struggles. Although it is targeted to sales folks, all could benefit through this inspiring read to start their day. 1 of 1 people found the following review helpful. "No, the doctor is out of the country for the next year" vs. "Sure, he's anxious to see you!" By LSCain Having worked in the medical field for over 40 years and having served as gatekeeper to busy surgeons for many of those years, it is quite refreshing and reassuring to read Christopher Cunningham's guide for medical device sales reps. Many reps come and go but the ones who actually "make it" are the ones who have a strong faith, a great sense of humor, and undeniable honesty and respect for themselves and others. Aren't we all salesmen of sorts? This book, based on a WWII field guide Cunningham inherited from his grandfather, can be applied as we deal with our "customers," whether we call them customers, clients, patients, students, coworkers, or family. A good read and a very worthwhile guide!

Idquo;Paul admonished all of us to lsquo;fight the good fight.rsquo; In Jungle Warfare, Christopher Cunningham tells us how to not only fight but how to actually win. This book is recommended reading for Christians in the arena of sales.rdquo; mdash;Tim Lee, Evangelist, Marine Sergeant from the jungles of Vietnam, www.timlee.orgldquo;Athletes, salespeople, and Christians, we are called to persevere regardless of what is thrown our way. As a Dallas Cowboy, I learned to tackle that lesson first hand. Chrisrsquo;s book reminds us therersquo;s no quit in a winner. Read this and yoursquo;ll remember you really can lsquo;do all things through Christ who gives you strength.rsquo;rdquo; mdash;Bill Bates, NFL All-Pro and Pro-Bowl Player, Safety, Dallas Cowboys NFL Champions (Superbowls XXVII, XXVIII, XXX)ARE YOU READY TO FIGHT THE GOOD FIGHT?Every other sales book promises you great riches, cute techniques, and ldquo;amazingrdquo; questions to get your customer to buy from you.This is not every other sales book.Commerce and combat join forces in Jungle Warfare. Your enlistment asks for a 22-day tour of duty to explore battle-tested principles that Christopher Cunningham mined from his grandfather's World War II field manual (stay fit . . . keep your wits . . . know your enemy . . . trust your commander) and culminates with a field-support QA addressing thorny questions that all professionals face.Every day, you walk through a jungle. Pick up this book and yoursquo;ll never walk through it alone, again.nbsp;

About the Author Christopher A. Cunningham is a salesperson who has worked at the vice president level in marketing on both domestic and international advertising and public relations programs. He is a frequent corporate and retreat speaker.