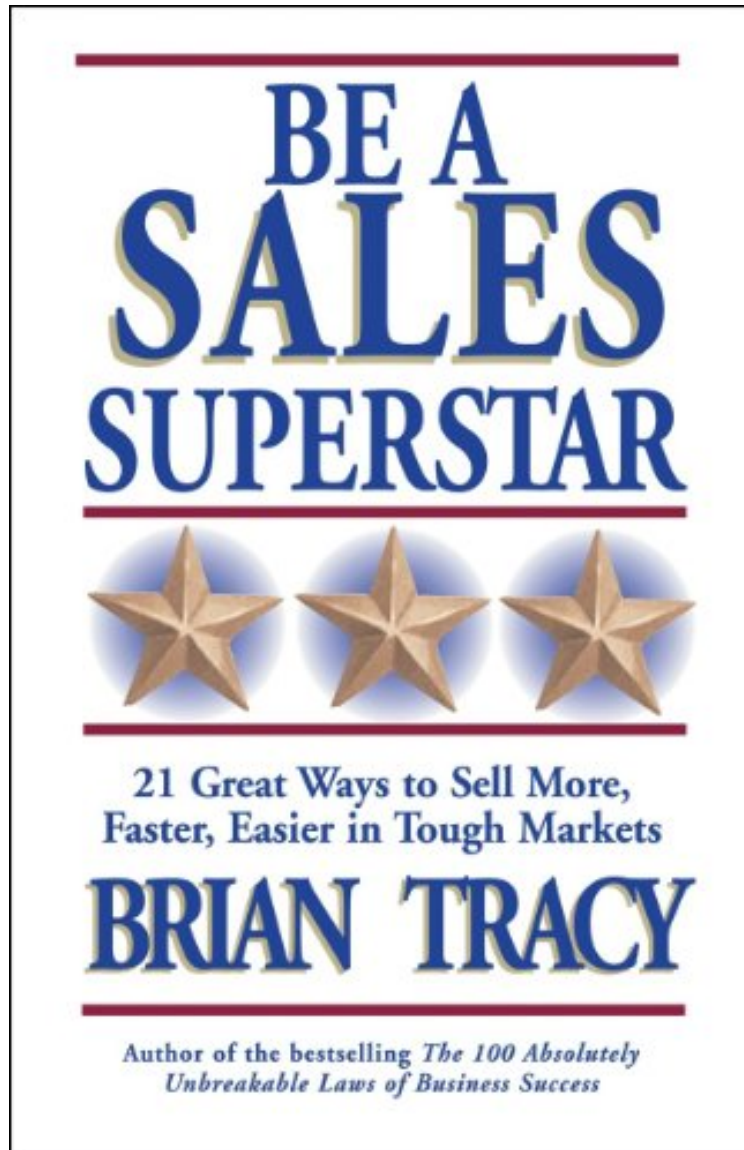


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## Be a Sales Superstar: 21 Great Ways to Sell More, Faster, Easier in Tough Markets

Brian Tracy

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Brian Tracy shares the most important principles for sales success he has discovered in 30 years of training more than a half million sales professionals in 23 countries. Based on Tracy's detailed discussions with top salespeople and his keen observation of their methods, as well as his own experiences as a record-breaking salesman, these guidelines address both the inner game of selling—the mental component—and the outer game of selling—the methods and techniques of actually making the sale. Concise and action-oriented, Be a Sales Superstar is a handbook for busy sales professionals, providing key ideas and techniques that will immediately increase your effectiveness and boost your results. Brian Tracy shows you how to: • Get more and better appointments, easier; • Build high rapport in the first few minutes; • Make better, more effective sales presentations; • Close more sales faster than ever before. Apply Tracy's 21 great ways to be a superstar salesperson, and your success in selling will become unlimited.

About the Author Brian Tracy is one of the top management consultants, trainers and speakers in the world. He addresses many thousands of managers in corporations large and small, all over the world, each year, on the subjects of strategy, management, personnel selection, hiring, firing and motivating people. Brian Tracy has written 16 books and produced more than 300 audio and video programs, some of which have been translated into as many as 20 languages and are offered in 38 countries. He speaks four languages and has spoken on management subjects in 23 countries. His video based training programs are attended by thousands of individuals in some of the biggest companies in the world (International Paper, Chevron, Bell Atlantic, A. E. DuPont, Apple, Royal Bank of Canada, US Army, and hundreds of others).