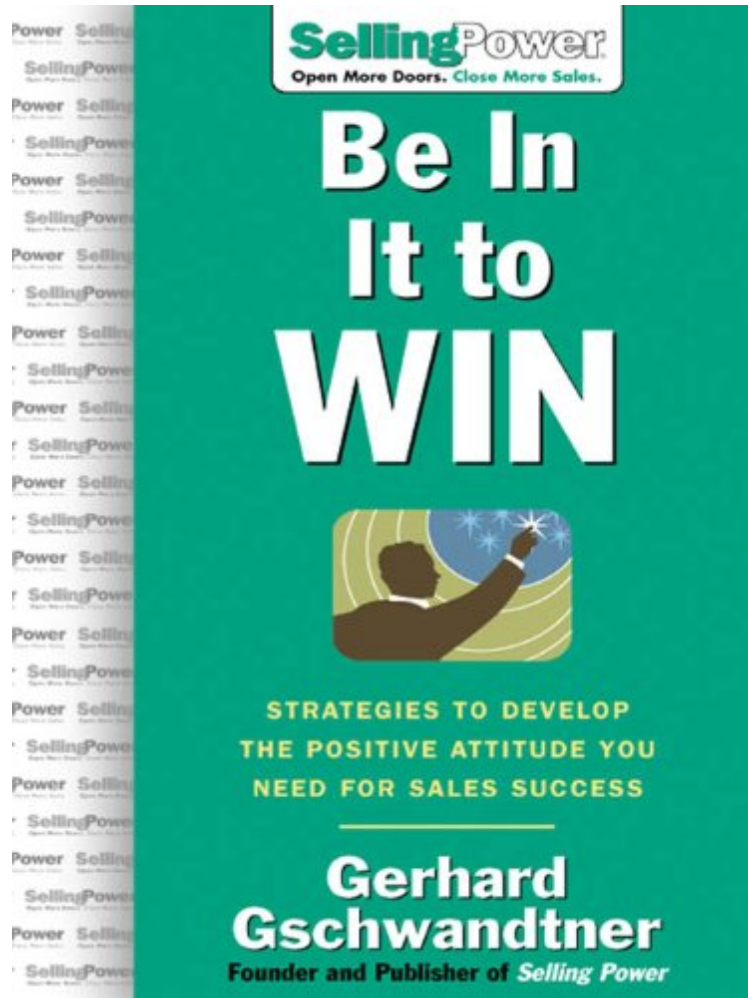


(Mobile book) Be In It to Win: Strategies to Develop the Positive Attitude You Need for Sales Success (SellingPower Library)

## Be In It to Win: Strategies to Develop the Positive Attitude You Need for Sales Success (SellingPower Library)

Gerhard Gschwandtner, Gerhard Gschwandtner  
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Gerhard Gschwandtner, Gerhard Gschwandtner : Be In It to Win: Strategies to Develop the Positive Attitude You Need for Sales Success (SellingPower Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised Be In It to Win: Strategies to Develop the Positive Attitude You Need for Sales Success (SellingPower Library):

2 of 2 people found the following review helpful. Constant CompanionBy Carl W. FrankI found this book to be adequate in its review of overall strategies but lacking in how they could be executed.

Idquo;Motivation is like bathing or eating. You need to do it regularly to survive.rdquo; Says Zig Ziglar, America's

number one motivator. Motivation is the key leadership skill that can vastly improve your quality of life and, in turn, positively impact sales. Developing it-and keeping it alive-is what winning is all about. *Be In It to Win* is filled with inspiring insights, exclusive interviews, and winning advice from the country's most successful sales professionals, entrepreneurs, and CEOs. Norman Vincent Peale weighs in on the power of positive thinking; Tom Hopkins, one of America's leading sales trainers, talks at length about dedication; Zig Ziglar shares insights on the topic of mentors and lessons for positive living; and Mary Kay Ash discusses enthusiasm and attitude. Also included are specific strategies for jumpstarting your drive to succeed, including: Four ways to pursue happiness Four ways to deal with indecision Ten rules for success Five motivational principles for handling life's rough spots PLUS a sales manager's training guide You'll also learn to set goals, overcome rejection, recover from failure, trust your instincts, and be clear about your purpose. Do all that, and you'll develop the positive attitude and leadership skills that make winning a sure thing.

From the Back Cover Motivational strategies to keep you at the top of your game You've studied the latest techniques for generating leads and closing deals, but what about motivation? Can you learn it and, more important, sustain it? The answer, according to sales powerhouse Gerhard Gschwandtner, is an enthusiastic "Yes." Leading sales performance expert, and founder and publisher of *Selling Power*, Gschwandtner provides indispensable guidance to help you light the fire within as you blaze your path to sales success. Gschwandtner shares one-of-a-kind techniques for developing a positive attitude and "rules for success" you can use in your own career. He also provides exercises in team motivation that will help inspire you to achieve your best every time. The way to win from the biggest names in sales, including: \* Dr. Norman Vincent Peale \* Dr. Wayne Dyer \* Zig Ziglar \* Lee Iacocca \* Tom Hopkins About the Author Gerhard Gschwandtner has more than three decades of international sales and marketing experience. He is the founder and publisher of *Selling Power*, the world's leading sales magazine. For more books in the *Selling Power Success* library and information on the magazine, visit [SellingPower.com](http://SellingPower.com).