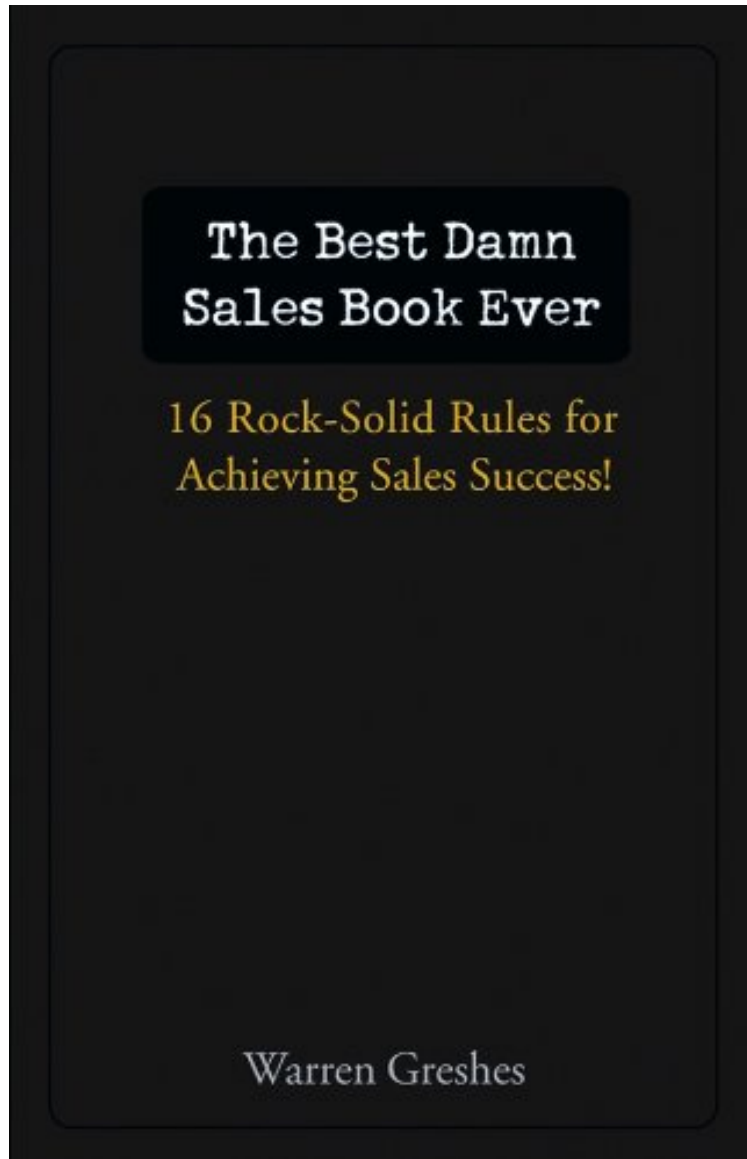


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## The Best Damn Sales Book Ever: 16 Rock-Solid Rules for Achieving Sales Success!

Warren Greshes

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"Over the years, I have seen them all, and Warren Greshes is one of the very best. In his wonderful new book, Warren distills a lifetime of sales training into sixteen actionable tools, which, if you use them, will guarantee that you too reach your goals." -Mark Terry, President, Harman Pro Group "A great read! Warren says it all in a way that's not only easy to understand, but even easier to implement. No need to ever read another book on this subject." -John Gamauf, President Consumer Replacement Tire Sales Bridgestone Firestone North American Tire, LLC "Put this book on your must-read list if you want to learn successful strategies for taking your distribution team to the next level. Through motivation and education, Warren Greshes has captivated our very best top managers and producers. He pushes them to succeed and to keep their goals out in front of them, all the while maintaining a clear message, infused with his sense of humor. Warren has helped pave our way to success." -Bernadette Mitchell, Vice President Retirement Benefits Group, AXA Equitable "Warren is truly an expert in the field of sales! His grassroots ideas are practical, designed for immediate implementation, and are sure to lead to top-notch results. This book is a must-read for those new to sales and those veteran salespeople who want to take their skills to the next level." -Raj Madan, corporate marketing executive, financial services industry

The big secret to sales success? A simple truth: Motivated, positive, goal-oriented people are usually the ones who sell the most. Even if you don't think you have these vital qualities, you can develop them in yourself with the right help. (Realtor Magazine, July 2006) From the Inside Flap There are an endless number of sales books that purport to let the reader in on the secrets of great selling. And many of them even have useful ideas and tips. But it doesn't matter how many tricks a salesperson has at hand if he or she doesn't have the one most important weapon in any salesperson's arsenal: the motivation to get out there and sell! Rhetorical tricks and clever devices, even if they're occasionally effective, don't make great salespeople; hard-working, self-motivated, optimistic people do. The cold, hard truth is that there really isn't any great big secret to sales success. There's only the simple truth: motivated, positive, goal-oriented people are usually the ones who sell the most. Fortunately, even if you don't think you have these vital qualities, you can develop them in yourself with the right help. You can learn to motivate yourself to action. You can learn to project a friendly, positive attitude. The Best Damn Sales Book Ever will show you how. Plus, it shows you how to design a set of goals and an action plan that help you focus your efforts and stay on a successful track. Inside, you'll find wise and practical advice on: Motivating yourself today, tomorrow, and into the future Setting long-term goals that spur you to action Creating a written action plan for your life, career, or business Developing a positive mental vision of yourself Becoming an expert advisor and resource to your clients Doing more than you have to do Constantly practicing and preparing Creating and selling value, rather than products and prices Being persistent but not pushy Knowing your customers inside and out Loving what you do every day! This book doesn't cover the art of prospecting, closing, gathering referrals, or presentation. There are a thousand books that rehash those basics. While those skills are important, they're practically useless without the right attitude and motivation. The Best Damn Sales Book Ever is a one-of-a-kind guide to what it truly takes to achieve and maintain

real sales success. From the Back Cover "Over the years, I have seen them all, and Warren Greshes is one of the very best. In his wonderful new book, Warren distills a lifetime of sales training into sixteen actionable tools, which, if you use them, will guarantee that you too reach your goals." —Mark Terry, President, Harman Pro Group "A great read! Warren says it all in a way that's not only easy to understand, but even easier to implement. No need to ever read another book on this subject." —John Gamauf, President Consumer Replacement Tire Sales Bridgestone Firestone North American Tire, LLC "Put this book on your must-read list if you want to learn successful strategies for taking your distribution team to the next level. Through motivation and education, Warren Greshes has captivated our very best top managers and producers. He pushes them to succeed and to keep their goals out in front of them, all the while maintaining a clear message, infused with his sense of humor. Warren has helped pave our way to success." —Bernadette Mitchell, Vice President Retirement Benefits Group, AXA Equitable "Warren is truly an expert in the field of sales! His grassroots ideas are practical, designed for immediate implementation, and are sure to lead to top-notch results. This book is a must-read for those new to sales and those veteran salespeople who want to take their skills to the next level." —Raj Madan, corporate marketing executive, financial services industry