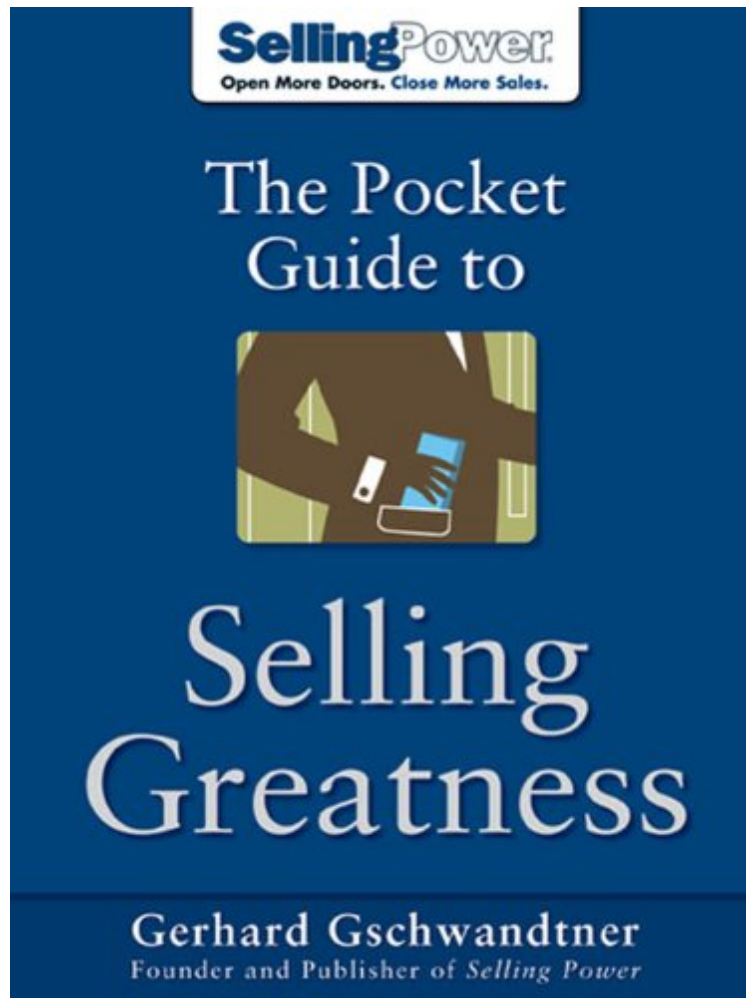


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The Pocket Guide to Selling Greatness (SellingPower Library)

Gerhard Gschwandtner
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Gerhard Gschwandtner : The Pocket Guide to Selling Greatness (SellingPower Library) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Pocket Guide to Selling Greatness (SellingPower Library):

0 of 0 people found the following review helpful. Pump up your sales career By Rolf Dobelli Gerhard Gschwandtner unearths gems of wisdom on the secrets of personal and professional excellence in this compilation of essays. The publisher of the popular sales magazine "Selling Power" has extrapolated some of the most compelling advice from the world's leading sales experts, including Zig Ziglar, Michael Dell, Donald Trump and Mary Kay Ash. Some chapters concentrate on practical guidance, such as the precepts of return-on-investment (ROI) selling, while others focus on philosophical guidance, including how to find happiness and success while pursuing your professional dreams. The chapters are designed more for inspiration than application, so you don't need to read the book in a linear way, but instead, you can dip in and out. We recommend using this book as you would a "thought of the day"

calendar. Read a chapter when you are looking for a pithy saying, an uplifting story, a success formula or a motivational anecdote. Let it be a frequent inspiration. 5 of 5 people found the following review helpful. Don't Leave Home Without Gerhard By Ken Moran Whether you're running a sales team or flying solo out in the field, this book will keep you firmly on the road to sales success. Written in a language today's sales professionals can understand, it's a perfect mix of practical ideas and motivational gems from the industry's top achievers. Everyone knows the sales profession can mess with your psyche, and burnout is a real danger. As soon as I finished this book, I put it in my carry-on bag to take with me on every sales trip. It's like traveling with my own team of experts who have "been there," or my own pocket "sales therapist" who can keep me in the right mindset. Not only will it help you sell your products better, but it will help you keep yourself and your team moving forward with positive attitudes no matter how hard the game gets. It's a good one, and you won't want to leave on a sales trip without it. 5 of 5 people found the following review helpful. Getting a continual sanity check on how well you sell By R. J. Dickie So much of success in sales is dependent on learning to do the right things (for your customer, your company, and yourself) and then continuing to reinforce those behaviors again and again and again. The Pocket Guide to Selling Greatness is one of those elegantly simple tools that, with the investment of a couple minutes, can get you refocused on personal goals, ethics, motivation, creativity, etc. This is not something you will do a single read through. It is a resource you can pull out of your briefcase when your plane is late, or you have a couple minutes between calls, or when you are having that first cup of coffee, and continually develop yourself as a business professional.

Want to boost your sales skills and productivity beyond what you ever thought possible? Would you like to close more deals and build enduring relationships with your most valued customers? Here's your chance to achieve greatness in your own career. As founder and publisher of Selling Power, Gerhard Gschwandtner is internationally recognized as the leading expert in sales performance. Now, in *The Pocket Guide to Selling Greatness*, he shares that knowledge-and the wisdom collected from dozens of others at the top of their profession-with sales professionals who are ready to take their careers to a bold new level of productivity and profits. Find out what top achievers Mary Kay Ash, Roger Staubach, Zig Ziglar, Michael Dell, Donald Trump, and, of course, Gerhard Gschwandtner himself have to say about what it takes to achieve personal and professional excellence, including: Overcoming rejection Using role models Managing your attitude Generating enthusiasm Harnessing the power of ideas Ready to step out of your comfort zone and into the winner's circle? These powerful, inspiring, and action-oriented essays will show you how.

From the Back Cover Great Sales Secrets That Fit in Your Pocket Filled with invaluable insight, inspiration, and guidance from leaders at the top of their sales game, *The Pocket Guide to Selling Greatness* covers every topic vital to your personal and professional development, including how to: Build a winning attitude for sales success Plan and manage your achievements Motivate and reward others Cash in on failures Understand what customers expect 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 nation's leading sales magazine. For more books in the *Selling Power Success Library* and more information about the magazine, visit SellingPower.com