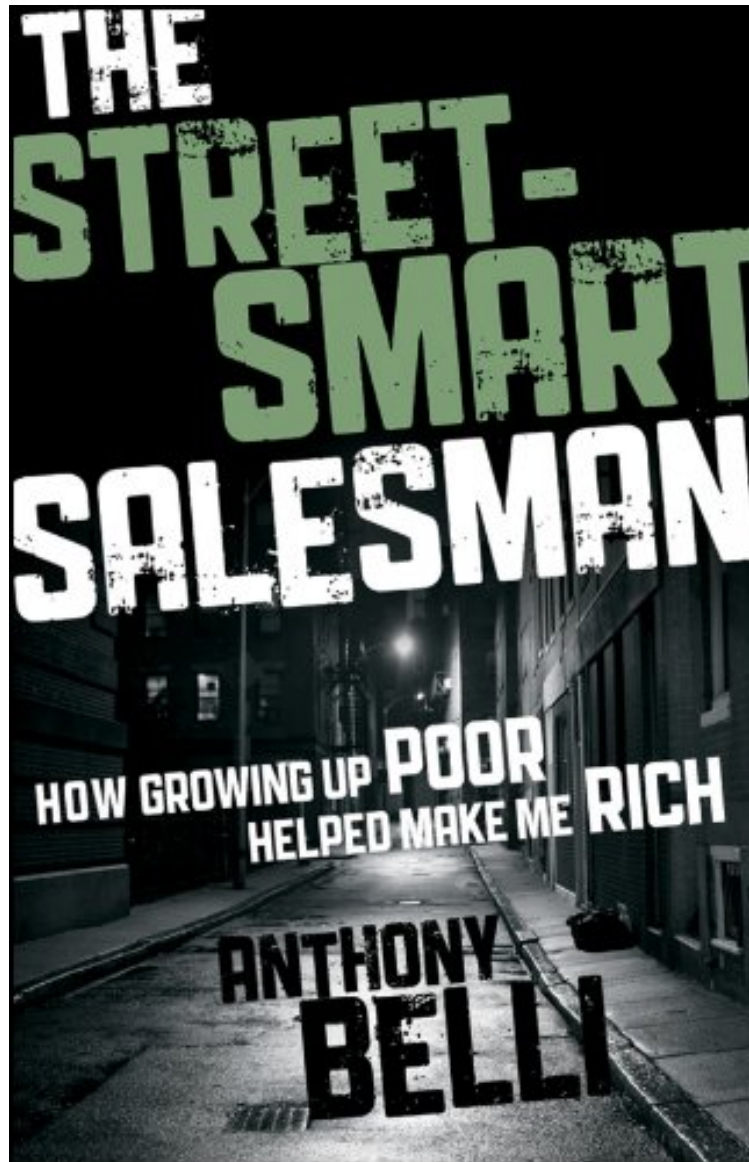


[Get free] The Street-Smart Salesman: How Growing Up Poor Helped Make Me Rich

The Street-Smart Salesman: How Growing Up Poor Helped Make Me Rich

Anthony Belli

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Anthony Belli : The Street-Smart Salesman: How Growing Up Poor Helped Make Me Rich before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Street-Smart Salesman: How Growing Up Poor Helped Make Me Rich:

1 of 1 people found the following review helpful. Powerfully written, deeply personal, about GutsBy PierceSmithWow, what a valuable story. Anthony learned most about himself by his environment. His stories allowed

me to identify "how did my environment affect me?" I especially enjoyed the genesis of each street smart lesson and how you interpreted experience positively. Then saw applications that benefit sales and moreover customers and me! I was living the streets of New York vicariously during my reading. Proof positive overcoming and resolving problems builds the greatest sales people. I remember when I first saw you when you were selling some complicated machine. Having come from a diametrically opposite isolated farming environment, I wondered how does someone have the guts to make so many sales of that thing? Yes, "Street Smarts" better yet, "Streets"? I learned how they are teachers of competitive success and drive! I envied that! I also remember you on the podium enthusiastically receiving a sales award. How does he get on the podium and speak? That takes guts! I envied the expression of deep gratitude! Yes, Mr. Belly, I learned a lot about you in your book, but more about myself! Thank you for dedicating yourself to others! Pierce Smith 1 of 1 people found the following review helpful. East Harlem Boy Makes Good By Bookaholic Anthony Belli wrote a terrific book. I've known Anthony since the age of 10, because he lived around the corner from me in East Harlem, N.Y. Everything in the book is authentic. When I was in my 20's, playing baseball, Anthony would come around and ask if he could play. I said, "Kid, before we hand you a bat so that you can play with the big guys, you have to shag flies in the outfield for many hours, which he was willing to do." He was quite a hustler on the field and off. As the book shows, his growing up in East Harlem taught him to never give up. He implemented this in his method of sales. Anyone who reads this book, will be inspired, because it teaches that anyone with heart and determination can succeed in spite of a difficult childhood and rejection. I am proud of Anthony and his achievements. It warms my heart..... Gary Sacino 4 of 4 people found the following review helpful. Big A West By Big A West A wonderfully written book! The "Street Smart Salesman" gives readers the chance to truly get to know the author and his passionate-playful approach with his customers which has allowed him to great success in sales and leadership positions throughout his career. I thoroughly enjoyed Mr. Belli's stories, examples and most importantly his insight on how to be more effective at selling with our customers. I am eager to apply what I have learned in the field with aspirations of similar success and wealth! A great read!

"The benefit to my own company's fortunes, having worked with Anthony, has been a steadily expanding client roster, a leg up on my competition, and the ability to comfortably walk through any door knowing that the prospect who sits in judgment of my service needs me at least as much as I need them." — Rob Katz, CEO, Medical Eyeglass Center
"My time with Anthony Belli played an immeasurably important role in my transformation from an engineer to hardcore, street-smart sales professional. Countless milestones later, I received [my company's] highest lifetime career achievement honor. Thank you, Anthony, for helping me write my own script in life." — Michael Burton, Principal Technical Consultant, St. Jude Medical Cardiac Rhythm Management
"Having myself grown up in an ethnic, blue-collar Boston community, the legitimacy of a 'street-smart' way of doing things intrigued me. Anthony creates in the customer's mind a perceived value beyond product features, benefits, and price while building a sustainable relationship that few other salespeople successfully accomplish . . . The lessons he teaches can, in many instances, be applied to any profession, whether in sales or not." — From the Foreword by Joe Mandato, DM, Fellow, Advanced Leadership Initiative, Harvard University
When you start out with nothing in life, each and every mistake, misplay, and missed opportunity can cost you dearly. But that lack of a safety net can hone your judgment and create precision radar for opportunity in a way that no cushy upbringing can. The Street-Smart Salesman shows how growing up poor teaches priceless lessons that can make you a fortune in sales and business. Strategies include: Channeling fear and stress into high-performance sales
Creating irresistible value propositions: Blazing a trail from the head to the heart to the wallet
Understanding that all prospects lie — and how to get to the truth

From the Inside Flap
Growing up in poverty, every day is a battle with fear, stress, and anxiety. Mistakes, misreads, misplays, miscalculations: all can end in missed opportunities that may never come again. The struggles of the poor demand courage, stamina, constant re-ordering of priorities, and the need for winning strategies. Salespeople — from entry-level cold callers to wily veterans — suffer much the same anxieties but lack the street-smart skills that a deeply deprived childhood demands: adapt or die, while still having fun! Author Anthony Belli is a millionaire high-performance salesman and sales force manager who grew up dirt poor in East Harlem, New York. Often hungry and without a cent in his pocket, as a child, Belli became expert in the highly creative art of person-to-person negotiation using a variety of risk-managed, cash-producing techniques to underwrite his next slice of pizza, tactics he describes as "eating without stealing." The Street-Smart Salesman imparts Belli's hard-earned wisdom and advice to the lasting benefit of a salesperson's bottom line and ability to sleep at night. Populated with real-life characters from Belli's old neighborhood — deadbeat landlord, hooker with a heart, mobbed-up candy store owner, countless junkies, winos, and wise guys — this unflinching memoir teaches how the survival skills of the honest poor can be used to maximize success in sales. Belli's wholly unconventional, ghetto-tested strategies include:
Minimize cold-calling: Using customers' networks to supply your pipeline
Recognition that sales are driven by emotions — not logic, and not price
Playing dumb: When to talk and when to shut up
Why hope is your enemy — and reality your friend
Ways to play a last-minute balky customer
Prioritizing for profit
And more!

Belli's hard-earned insights defy conventional sales training wisdom by valuing humility, creativity, attention, and improvisation over the vaunted one-two punch of ceaseless script recitation accompanied by free samples. Take his advice to heart, and watch your anxiety recede as your fortunes grow.

About the Author ANTHONY BELLI, a high-income sales and sales management professional and marketing entrepreneur, was born in Italian East Harlem in New York City in 1953, into one of the poorest families in one of the city's worst slums. A chronic truant, in 1971 he was accepted into the SEEK program for disadvantaged students at the City College of New York. There he earned bachelor's and master's degrees with honors, followed by an Advanced Certificate in Marketing from the Lubin School of Business at Pace University. In recent years, he also has been a popular visiting professor at Mercy College in Dobbs Ferry, New York. Belli began his sales career with Metropolitan Life in 1978, making the company's Million-Dollar Club in his first year. As a sales representative specializing in high-tech goods, he has consistently performed in the highest ranks, winning dozens of company, regional, and national sales awards for his employers and earning millions in commissions.