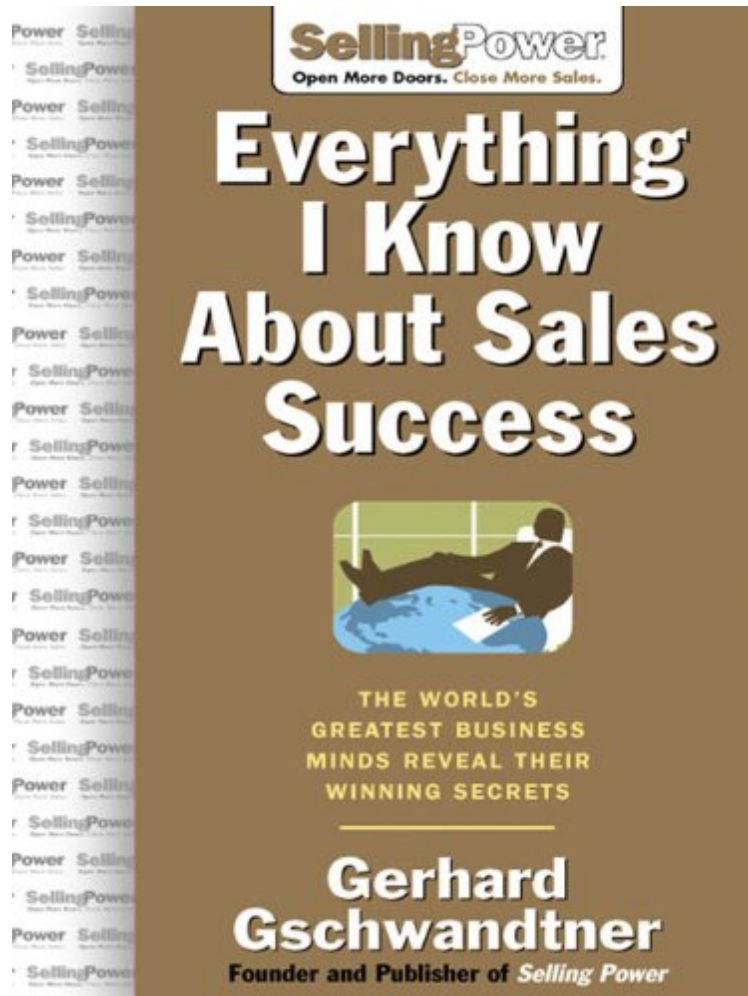


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Everything I Know About Sales Success: The World's Greatest Business Minds Reveal Their Formulas for Winning the Hearts and Minds (SellingPower Library)

Gerhard Gschwandtner

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From the Back CoverSales techniques from the biggest names in the business world How would you like to be as successful as Donald Trump, Martha Stewart, or Michael Dell? What if you could tap into the collective wisdom of the biggest business superstars for winning over customers and adversaries, sowing the seeds for business breakthroughs, and reaping the rewards? Well, you can-with Everything I Know About Sales Success. Sales-performance expert Gerhard Gschwandtner went straight to the top, interviewing and profiling this country's most persuasive and hardworking business leaders to find out their sales secrets and philosophies. He also examined how successful companies tap into the hearts and minds of their customers, from understanding their wants and needs to making the sale. Success Lessons from * Michael Dell * Arnold Schwarzenegger * Donald Trump * Martha Stewart * Sandy Weill * Toyota * Marriott * SAP * Red BullAbout the AuthorGerhard 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.