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No matter where you are, there are Super Rich individuals and families-that is, households with a net worth of at least

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\$30 million. Despite representing 0.000029 of world population, they account for nearly 20% of luxury sales. They are predominantly self-made, grew up without luxury, and as they were getting rich, spent most of their time on their businesses, not buying luxury loafers. Because they don't fit the stereotype, many luxury marketers are out-of-step about how to develop relationships, and how to effectively market and sell to today's Super Rich. Business superstars Doug Gollan, Michael Calman and Daniel Wade offer advice on how to land and engage with the Super Rich. This book features interviews from 'sales superstars of luxury, ' star sellers who have been on the front lines of ultra-luxury transactions spanning millions upon millions of dollars. These pros, whose main focus isn't on focus groups,

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have extensive experience and direct contact selling to the Super Rich. The 'sales superstars' share misperceptions about the Super Rich, and through recounting stories relate how their background, experience, knowledge, and selling secrets have served to create extraordinary marketing opportunities. Their insights will not only surprise you, but better prepare you for becoming a sales superstar yourself! "

Learn how Roger Newton, the co-discoverer of Lipitor, made an internal sale against all odds that championed the world's all-time best-selling drug. Meet Mark Roesler, CEO of CMG Worldwide, a firm that represents Elvis Presley, James Dean, Marilyn Monroe and hundreds of other departed celebrities. Gain valuable advice from storytellers Martin Shafiroff,

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America ' s number-one financial advisor; Bob LaMonte, a super sports agent who specializes in representing NFL head coaches; Dave Liniger, CEO of RE/MAX... It doesn ' t matter if you ' re a novice, a seasoned professional, or a high-powered CEO—your success depends on how well you sell your product, your service, your idea, yourself. Seasoned salesmen Robert L. Shook and Barry Farber interviewed top salespersons across a variety of industries and have written a collection of fascinating stories, each offering a lesson, valuable insight, or nugget of wisdom that will enhance your selling skills and boost your sales production. As you read these first-person narratives, you will feel as if they are talking directly to you, revealing valuable details behind their greatest sales moves, and imparting priceless lessons on how

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to sell your way to success. Most important, you can put their valuable insights to immediate use to boost your career.

If you've read other selling books, you're probably tired of the false promises that never quite work out. You're probably tired of being told "you can do it if you just believe you can. This book is: A road map to success for the salesman... who is not aggressive - who is not a "smooth talker" - and who is not an extrovert. You're probably tired of reading about tricks that made a particular sale tricks that may have been appropriate to a particular situation, but not yours and even if they were appropriate, how would you have thought of them at the right time? If you've read books on selling before or listened to "sales experts," you're

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probably tired of being pumped with hot air told how you must "come alive," be full of enthusiasm, dominate the world around all the things that don't happen to be a part of your basic nature. Well, this book isn't anything like that. In fact, this book was written to refute many cliches of selling that have been accepted without question for years. This book will prove to you, I hope, that the stereotyped image of the "born salesman" is a mistake. You don't have to remake your personality and become super-enthusiastic, super-aggressive, domineering. Not only are those traits not necessary, they are actually a hindrance to making sales. And you won't have to develop that uncanny ability to come up with the right answer at the right time that super-human knack of having the brilliant flash of insight that is so prevalent in books on

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selling. Sure, given several days to think about it, the writer of a sales book can always come up with a solution to a sales problem. But how does that help you when confronted face-to-face with a question that must be answered now? This book will show you that you don't need such skills. This book can truly revolutionize your selling career but only because it will show you that you no longer need to waste your time developing skills that are of no value to a salesman. For example, here are some of the points that will be made in the course of this book: -- Contrary to the accepted mythology, enthusiasm is not a virtue; it destroys more sales than it creates.-- "Positive thinking" is an unrealistic fallacy. The salesman who thinks negatively has a far greater chance for success than the so-called "positive thinker."-- Sales success

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does not come from convincing people to buy things they don't want.-- The salesman who always has an answer for every objection is also probably plugging along with a very low income.-- Extroverts don't make the best salesmen; they are invariably outsold by introverts.-- To be a good salesman, you don't have to be a "smooth talker".-- Another all-time sales fallacy is the statement "When the going gets tough, the tough get going". When the going gets tough, I usually take a vacation.-- The desire to be able to motivate others is unrealistic and foolish. A really-great salesman will never try to motivate anyone.Perhaps all of this sounds so far removed from what you've heard about selling through the years that you wonder how it could possibly be true. I intend to demonstrate the validity of these statements in two

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ways. First, my own experience verifies their worth. Almost invariably, in any selling experience where I've found myself, I have outsold everyone else around me usually while working far fewer hours. In addition, I've seen these principles work for a few others, too a very few, for they are unknown to most people. But there is nothing mysterious about them and that brings us to second way in which I will demonstrate their validity. I will prove them to you. We will deal with life logically and carefully in this book. Everything will be proven in terms of the real world as it is in ways we can both understand.

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This insightful book shows salespeople how to meet the needs of affluent clients from the initial contact, to the sales presentation, to providing the level of service and quality they expect, to securing them as long-term customers. Based on extensive research of the buying patterns and expectations of the wealthy, this step-by-step sales guide reveals the secrets of attracting and keeping wealthy clients for life, boosting sales and repeat business. The Art of Selling to the Affluent is also a crash course in the world of the wealthy, giving you the understanding you need to satisfy and retain these profitable top-dollar clients.

If you are a salesperson that has always wondered how it is that some people are able to make 10x what other

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salespeople are able to make, then this book will give you the insider's secrets used by these elite professionals. Debbie De Grote began her sales career by accident at the age of 18, while still in her senior year of high school. An acquaintance to her parents was a Real Estate Broker that needed assistance in their office. Needing funds to pay for college, she decided to start selling real estate. She thought real estate would be a good way to fund her education. Once she started selling homes though, it was all over. She fell in love with sales and never made it to college. She chose to make "the art of selling" her life.

In this sharp, invigorating read, Fortune 50 consultant Stephen Harvill discovers twenty-one common behaviors of

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top earners across seven major industries that set them apart. These are the secrets of the world ' s best salespeople who rake in at least one million dollars a year. For over thirty years, Steve Harvill has helped successful sales teams do what they do better, smarter, more elegantly, and more imaginatively. As a consultant for some of the top companies in the world, including Apple, Pepsi, Samsung, and Wells Fargo, he aids in simplifying processes that have become unwieldy and making teams more effective. His work inspired him to ask the question: What exactly sets the top producers apart from their peers? After spending a year interviewing 175 sales superstars from seven different industries, he found twenty-one distinct behaviors of successful salespeople. Organized by these best practices

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and filled with hundreds more tips, stories, and takeaways, *21 Secrets of Million-Dollar Sellers* reveals how you can improve in every aspect of your job and rise to become one of the best.

The performance difference between the top salespeople in the world and the rest is smaller than you may think. Learn where you can elevate your game today and reach unprecedented new heights. Did you know that the 80/20 rule applies to the world of sales too? Eighty percent of all sales are made by only twenty percent of salespeople. How are they raking in so much money though, and how can others join them? Sales trainer extraordinaire Brian Tracy has spent years studying the world's best salespeople and

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their methods to discover that the difference between the top 20 and the bottom 80 boils down to only a handful of critical areas in which the top professionals perform better than their peers. In this compact and convenient guide, Tracy shares 21 tried-and-true techniques that can help any salesperson gain that winning edge. In Sales Success, you will learn how to: Set and achieve clear goals Develop a sense of urgency and make every minute count Know your products inside and out Analyze your competition Find and quickly qualify prospects Understand the three keys to persuasion Overcome the six major objections, and much more! Packed with proven strategies and priceless insights, Sales Success will get you planted firmly on the path to success, making more money than you thought possible and

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greater career satisfaction than you ever believed you would find.

Government is the new growth market. B-to-B sales techniques just don't work. Learn the new rules for selling to all levels of government. This year, local, state, and federal governments will spend trillions of dollars on all sorts of goods and services. Don't miss out on your share of the pie. This practical how-to book will reveal secrets of star sales performers, showing you what really drives success in selling to local, state, and federal governments. Not a traditional "heavy" book on how to write proposals or access contract vehicles, *Seven Myths* is a lively, engaging, and sometimes irreverent resource geared directly to salespeople. It is

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derived from the authors' many years of experience selling millions of dollars in products and services to government agencies. Whether you are new to government sales, or a seasoned pro, you'll benefit from applying the lessons learned from this one-of-a-kind book, *Seven Myths of Selling to Government*.

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