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New York Times bestselling author Jeffrey Gitomer brings you the very foundation of Napoleon Hill's self-help legacy: his long-lost original notes, letters, and lectures--now compiled, edited, and annotated for

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the modern reader. Twenty years before the publication of his magnum opus *Think and Grow Rich*, Napoleon Hill was an instructor, philosopher, and writer at the George Washington Institute in Chicago, where he taught courses in advertising and sales. These rare, never-before-seen

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lectures were thought to be lost to history. Until now. Given exclusive access to the archives of the Napoleon Hill Foundation, Jeffrey Gitomer has unearthed Hill's original course notes containing the fundamental beliefs in hard work and personal development that

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established Hill as a global leader of
Universal Truths For Making
success and positive attitude. In
Truthful Living, Gitomer has Bigger
captured Hill's foundational wisdom
for the twenty-first century. These
easy-to-implement real-world
strategies for life, family, business,
and the bottom line prove as

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energizing and inspiring today as they were nearly one hundred years ago.

New And Forever 2020
The landscape is littered with the corpses of great products and strong companies that died because of crappy marketing. Why do so many companies fail so miserably? Why do

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high-priced ad agencies and marketing firms keep spitting out stupid campaigns? Too many in business have failed to recognize the shift that has happened right under their noses. It's not so much that people have changed; it's that the business landscape has

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changed—dramatically. For the first time in human history, we have no unmet needs. Every problem has a solution, and many companies now find themselves creating solutions that appear to be looking for a problem. In his provocative and enlightening new book, *Visibility*

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Marketing, David Avrin shows what
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don't, and why. You will learn how to
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uncover your true competitive
advantages and a process to craft
messages and tactics that achieve
tangible results. A remarkably
accessible, relatable, thought-

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provoking reference book, Visibility
Marketing speaks directly to
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business owners, entrepreneurs,
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marketing managers, and sales
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professionals. With wisdom gleaned
from hundreds of presentations and
workshops and conversations with
tens of thousands of company

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leaders, Visibility Marketing will forever change how businesses and professionals look at the competitive landscape and how they promote themselves.

Explains how to build successful relationships with others, discussing the definition of trust, the

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characteristics of trustworthy people, and how to provide business and sales advice that can be trusted.

Teaches how to unlock the power of persuasion, including how to tell a story in a compelling and compassionate manner, how to inject humor in the persuasive process, and

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how to engage the audience to sell
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one's point of view.

212 Pages of Real World and Easy to
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Customer Loyalty is Priceless Bigger
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12.5 Principles of Sales Greatness :
how to Make Sales Forever
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your life? Let Wall Street Journal
and New York Times bestselling
author Jeffrey Gitomer guide
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expert on selling, he knows more
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about success than anyone. The
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of Sales Answers, Little Black
Book of Connections, Little Gold
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these proven techniques for
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the importance of word-of-mouth
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could be better?! You will love

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Oz Show and bestselling
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coauthor of You: The Owner's
Manual "I'm positive you will
love this book!" -- Jeffrey

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"The stories in this book will
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again. It's an indispensable tool
for maximizing your personal
and professional success and

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happiness." -- Joe Vitale,
bestselling author of The
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hilarious, heartfelt, and
authentic—just like Steve--this
book is for anyone seeking more
purpose and joy in business and

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in life. I couldn't put it down." --
Lt. Col. Rob "Waldo" Waldman,
bestselling author of Never Fly
Solo "With humor, research, and
personal insights, Steve Rizzo
will help you enjoy the journey of
life, both personally and

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professionally. And he will make you laugh--bonus!" -- Chester

Elton, bestselling coauthor of The Carrot Principle and All In

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ready to shift into high gear on
the highway of life." -- Wayne B.
Goldberg, President and CEO, La
Quinta Inns and Suites "In a
book overflowing with wit,
passion, and serious truth, Steve
helps you navigate that often

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elusive, yet vital shift in focus
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that allows you to reclaim the
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success, joy, and happiness for
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which your life was intended.

Your eyes will be opened, and
you will never be the same." --
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have to "get serious" to get

everything you want out of life?

According to Steve Rizzo, The
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need to shift your attitude to get the ball rolling, both at work and in your personal life. In his funny and moving motivational guide, Rizzo shares the life-changing secrets that helped him confront his fears and shift from a

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promising career as a stand-up
comic to his incredible success
as a public speaker. Packed with
humor, charm, and mind-altering
insights--no, not that
kind!--Rizzo's unique approach
will show you how to: Find the

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humor in every situation Turn
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negatives into positives--every
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single day Make your workplace
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the best place to succeed Stop
being a full-time resident of the
Negative Zone Face your fears
and get on with your life Make

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happiness a choice--and have fun doing it! Throughout the book, you'll find specific Attitude Adjustment Strategies that you can apply to every aspect of your professional and personal life. You'll learn how to avoid the

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Humor Being, turn self-doubt
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into selfconfidence, and make
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everyday conversations more
engaging and more productive.
You'll discover a tried-and-true
method for shutting down that

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selfdefeating Big Mouth inside
your head--so you can listen to
what's inside your heart. Along
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the way you'll hear about Rizzo's
enlightening firsthand
encounters with Eddie Murphy,
Rodney Dangerfield, Naomi

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Judd, Christopher Reeve, and many more. It's all you need to get your shift together, and that's no joke. When the shift hits the fan, your new life begins--with love, with joy, and, of course, with laughter.

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"What's your company's social media policy? Probably shortsighted. Business social media, or social networking, has become more than a global phenomenon. When combined with your online presence and

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online outreach, it's a global
business phenomenon and
arevenue generating
phenomenon..." --Dust jacket
flap.

What They Say, Why They
Matter, and How They Can Help

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Yes! Attitude for a Lifetime of
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Edition, Updated and Revised
Jeffrey Gitomer's Little Platinum
Book of Cha-ching!

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There are universal laws of selling that determine whether you succeed, or don't succeed — whether you earn enough to enjoy the lifestyle you want or struggle to make ends meet. When you align the wind with your sails, you move effortlessly across the water. When your sails are out of alignment, you flounder and go

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nowhere. If you align your thinking and actions with these powerful laws of selling, you will be more effective and efficient. You will encounter less friction, require less energy, and get bigger results faster. Here's a sampling of Jeffrey's 21.5 Laws of Selling: • Deliver Value First • Ask Before Telling •

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*Communicate in Terms of Them •
Become Your Own Brand • Earn
Referrals and Testimonials without
Asking • Create Loyal Customers These
21.5 Laws are the rock foundation of
selling. They may be invisible but they are
undeniable — and unbreakable. If you're
just getting started in selling, you will*

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find the Laws invaluable. Whether or not you learn them and follow them will make or break your career. If you've been in sales for a while, you will find yourself saying, "I haven't been doing that." "I knew that! How did I forget?" When we break the Laws we pay the price. Our sales suffer. Our bank account takes a hit. It's

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an effort to get out of bed and make a sales call, to do our best work — work that is aligned with the Laws. Use Jeffrey's Laws of Selling to recharge your enthusiasm and redirect your actions back to what really works.

Want unprecedented results in your sales, in your career, and in your life? Let Wall

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*Street Journal and New York Times
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you. As the world's foremost expert on
selling, he knows more about success than
anyone. The collection features the Little
Red Book of Selling, Little Red Book of
Sales Answers, Little Black Book of
Connections, Little Gold Book of YES*

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Attitude, and Little Green Book of
Getting Your Way. Additionally, a
Gitomer training DVD is included.*

*Jeffrey Gitomer's Little Books Collector
Edition is a complete and integrated game
plan for learning, applying, and living
these proven techniques for success.*

Twelve former and three current Cutco

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Cutlery sales professionals--with more than \$300 million combined in Cutco Cutlery sales--have gathered together to collaborate and share their influence, secrets, and real world wisdom.

You've heard the term "...in a New York minute," and you have your own ideas of what it means. Jennifer Gluckow defines

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*it as “fast, clear, direct, and successful.”
That’s the way of New York, and it’s the
way sales are made (or lost) in New York
City, and everywhere else on the planet.
Jennifer Gluckow’s concepts and
strategies for selling follow the timeless
New York City line, “If you can make it
there you can make it anywhere,”*

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transitioned to, “If you can make the sale there, you can make the sale anywhere.”

212 is a sales nuance – it’s the boiling point, the tipping point, and the emotional point. It’s the NYC area code, and it’s the number of mastery ideas and strategies in Jennifer’s book that will bring salespeople success. Whether you’re a sales newbie or

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*a sales master, Jennifer's 212 New York
minutes will bring your sales and your
customers to the buying point. From
attracting customers online and face-to-
face, to helping secure lifelong
relationships, referrals and reorders, by
building trust over time, minute by
minute; to ensuring profitable sales and*

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customer loyalty, you will learn 212

*strategies that when put into practice, will
make your sales and success soar.*

*Jennifer Gluckow has mastered what it
takes to “make it” in New York, and her
book, Sales in a New York Minute, will
teach you how to make sales anywhere.*

Jennifer Gluckow has northeastern

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smarts and New York City savvy – a rare combination that has her positioned as the next big thing in sales. Okay, she's not ALL New York. She's traveled the world, educated in the Midwest, and spoken to audiences from coast to coast. She grew up in a successful book manufacturing family business run by her parents. Their

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*dinner table conversations were a MBA
real-world business education years
before she graduated from the Olin
School of Business at Washington
University in St. Louis. Jennifer's a
speaker, trainer, writer, blogger,
Facebooker, Instagrammer, Tweeter,
podcaster and YouTuber. She is online*

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*and on the money, and her mission is to
teach you how to make it anywhere.*

The Sales Bible New Ed

*Cracking the Personality Code to Achieve
Record Sales and Real Wealth*

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Little Red Book of Sales Answers. V3

Little Black Book of Connections. V4

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Little Green Book of Getting Your Way
The Ultimate Sales Training Success
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Summary: Jeffrey Gitomer's 21.5

Unbreakable Laws of Selling

Ask the Right Questions, Transfer the

Value, Create the Urgency, and Win the

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Sale
How to Speak, Write, Present, Persuade,
Influence, and Sell Your Point of View to
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Presents thirty-three tips on
personal and business success
gleaned from the experiences

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and wisdom of John Patterson,
founder of the National Cash
Register Company.

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Jeffrey Gitomer's SALES

MANIFESTO Imperative Actions
You Need to Take and Master to
Dominate Your Competition and

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Win for Yourself...For the Next
Decade After 50 years of
successfully making sales all
over the world. After delivering
more than 2,500 customized
speeches to the world's biggest
companies. After establishing an

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unrivaled social platform with millions of views and followers. After leading the marketplace with Sell or Die podcast. After delivering more than 350 sold-out public seminars to audiences all over the globe. After writing

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13 best-selling books including
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Gitomer has finally written the
SALES MANIFESTO. A book
that sets the standard, and lays
bare what it will take for

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salespeople to succeed now,
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and for the next decade. The
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book, and it's resource links, will
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take you, the reader to
explanations that will disrupt old
world sales tactics that no longer
resonate with buyers, and sets

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easy to understand and
Universal Truths For Making
implement elements of what it
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will take to win more profitable
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sales. Here's a brief explanation
of what's in store as you read,
watch, learn, and implement:
The MANIFESTO identifies in

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simple language the 5.5 parts of
the new sale, and builds easy-to-
learn and easy-to-implement
models for each component: 1.

Value Attraction (creating social
messages that make the reader
want more) 2. THEM Preparation

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(planning strategy, getting ready,
Universal Truths For Making
and executing) 3. Value
Sales Easier Faster And Bigger
Engagement (attraction PLUS
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value) 4. Connection and
Completion (perceived value
beyond price in both □how to
connect□ and □connect to make a

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sale) 5. Building profitable long-term relationships (loyal, value driven customers) 5.5 Building a permanent referable first-class reputation (both online and community based) This book is not just the answer it's a no

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bullshit book of ANSWERS and
ACTIONS that will put you on top
of your sales world and keep you
there. MANIFESTO is not just
MORE. MANIFESTO is Think.
Read. Experience. Observe.
Collect ideas and friends.

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Expose your thoughts. Attract.
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Internet. Intend. Engage. Relate.
Differentiate. Prove value. Serve
with pride. Reward □ yourself and
others. Love it or leave it. Do the
right thing all the time.

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are the best of the best After
years of reading, evaluating, and
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Covert and Todd Sattersten are
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experts on the category. Now
they have chosen and reviewed
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titles of all time—the ones that
deliver the biggest payoff for
today's busy readers. The 100
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puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are

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surprising—you'll find reviews of Moneyball and Orbiting the Giant Hairball, but not Jack Welch's memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside The 100 Best.

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And sprinkled throughout are sidebars taking the reader beyond business books, suggesting movies, novels, and even children's books that offer equally relevant insights. This guide will appeal to anyone, from

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entry-level to CEO, who wants to cut through the clutter and discover the brilliant books that are truly worth their investment of time and money.

A new guide from the author of
The Sales Bible helps

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salespeople learn why sales
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happen, and how it has
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everything to do with
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understanding buying motives
and taking ethical actions,
allowing the readers to make
sales for the moment and for the

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rest of their lives.
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Paying Customers

The 100 Best Business Books of
All Time

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**"Some people in life know
exactly what they want to
achieve. This is a book for the
rest of us." - Victoria Labalme if
you're trying to figure out your**

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sense there's something more,
waiting to be discovered... Risk
Forward will help you find your
way. In this brief, full color,**

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are practical, reassuring, and

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**radically freeing. "Sage advice-
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contemplating the daunting
prospect of a new project or
change of direction." - Pamela
Liebman, President & CEO, The
Corcoran Group "RISK**

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change the way you view your
life forever." - Roberta Matuson,
FORBES.com "If Picasso and
Apple produced a book, this
would be it!!!" - Vince Poscente,
New York Times best-selling**

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these uniquely designed and
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thought-provoking pages, you'll
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learn: • 4 Questions to help you
discover your next best step •
How to make a decision when
you have a variety of options • 3

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**key filters to evaluate input and
advice • Permission and Ideas to
express your whole self at work
and in life • The #1 way to
identify what really matters •
What holds you back
Discover the lost secrets of**

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**accomplishment and
achievement! Do you want to do
more, accomplish more? Of
course you do, everyone does.
So, what's stopping you? Get
Sh*t Done not only shows you
what's preventing you from daily**

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achievement, it provides the
tools and the strategies to help
you get to where you want to be.
Get Sh*t Done is much more
than just the title of this book,
it's the method that unlocks the
secrets of accomplishment and

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**Unbreakable Laws Of Selling
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**achievement—the GSD Secret
Formula. In this book, you will
learn to identify and implement
the elements of superior
productivity, eliminate the
causes of procrastination, and
achieve the best possible**

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**outcomes in business and in life.
This valuable guide gives you a
comprehensive, step-by-step
plan for achieving maximum
productivity. Bestselling author
and "King of Sales" Jeffrey
Gitomer guides you through**

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**each aspect of the GSD process,
from attitude, desire, and
determination, to goals,
productivity, resilience, and
fulfillment. Engaging and easy to
read, this book shows you how
to discover the best ways to**

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**invest your time into productive
and profitable actions—and feel
great about your achievements.**

**Using the proven, immediately-
actionable GSD Formula, you're
on your way to: Doubling your
achievements, your work habits,**

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and your income Implementing
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simple shifts and simple actions
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that increase positive outcomes
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Recognizing the early warning
signs of procrastination and
reluctance Eliminating the major
GSD distractions that hold you

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set, and achieve your goals Get
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Productivity, Procrastination, &
Profitability is a must-have
resource for anyone who wants
to never again say "I'll do it

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**later" and just get it done.
There are few one-size-fits-all
solutions in sales. Context
matters. Complex sales are
different from one-call closes.
B2B is different than B2C.
Prospects, territories, products,**

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**industries, companies, and sales
processes are all different.
There is little black and white in
the sales profession. Except for
objections. There is democracy
in objections. Every salesperson
must endure many NOs in order**

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**to get to YES. Objections don't
care or consider: Who you are
What you sell How you sell If you
are new to sales or a veteran If
your sales cycle is long or short
– complex or transactional For
as long as salespeople have**

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been asking buyers to make commitments, buyers have been throwing out objections. And, for as long as buyers have been saying no, salespeople have yearned for the secrets to getting past those NOs.

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**Following in the footsteps of his
blockbuster bestsellers**

**Fanatical Prospecting and Sales
EQ, Jeb Blount's Objections is a**

comprehensive and

contemporary guide that

engages your heart and mind. In

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his signature right-to-the-point style, Jeb pulls no punches and slaps you in the face with the cold, hard truth about what's really holding you back from closing sales and reaching your income goals. Then he pulls you

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**in with examples, stories, and
lessons that teach powerful
human-influence frameworks for
getting past NO - even with the
most challenging objections.
What you won't find, though, is
old school techniques straight**

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**out of the last century. No bait
and switch schemes, no
sycophantic tie-downs, no
cheesy scripts, and none of the
contrived closing techniques
that leave you feeling like a
phony, destroy relationships,**

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**and only serve to increase your
buyers' resistance. Instead,
you'll learn a new psychology for
turning-around objections and
proven techniques that work
with today's more informed, in
control, and skeptical buyers.**

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**Inside the pages of Objections,
you'll gain deep insight into:
How to get past the natural
human fear of NO and become
rejection proof The science of
resistance and why buyers throw
out objections Human influence**

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**frameworks that turn you into a
master persuader The key to
avoiding embarrassing red
herrings that derail sales calls
How to leverage the “Magical
Quarter of a Second” to instantly
gain control of your emotions**

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**when you get hit with difficult
objections Proven objection turn-
around frameworks that give you
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virtually every sales situation
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responses on cold calls and**

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**when prospecting How to move
past brush-offs to get to the next
step, increase pipeline velocity,
and shorten the sales cycle The
5 Step Process for Turning
Around Buying Commitment
Objections and closing the sale**

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higher prices As you dive into
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greater and greater confidence
in your ability to face and**

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**effectively handle objections in
any selling situation. And, with
this new-found confidence, your
success and income will soar.**

**Place of publication from
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(cash) Register of Business and**

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Personal Success
*Every person in the
universe wants to hear
YES! Every business and
sales winner wants to
hear one word: YES!
Having and maintaining a*

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***YES! Attitude that's
powerful enough to help
anyone achieve the
impossible is possible.***

***When you've got a YES!
Attitude, you assume
everything will start***

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***with "YES!" ...and
you'll find a way to
"YES!" even when the
first, second, and third
answer you hear is "NO!"
You say you weren't born
with a YES! Attitude? No***

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***problem! Jeffrey Gitomer
will give you all the
tools you need to build
one and maintain it for
a lifetime. As the
world's #1 expert in
selling (and the author***

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of the best-sellers
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Selling and The Sales
Bible), Gitomer knows
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more about attitude than
anyone alive today. Now
he's brought those

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***lessons together in a
book you can read in one
sitting... a book
that'll change your
life! What makes this
book for you? It's not
just "inspiration": it's***

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***a complete, step-by-
step, fully-integrated
game plan for
understanding and
mastering your attitude.
You'll learn the 7.5
specific things you can***

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*do to maintain your
intensity, drive, and
commitment... discover
20.5 "attitude gems"
that capture the value
of thousands of dollars
of books and courses...*

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***learn how to overcome
the 10.5 most dangerous
"attitude busters" . . .
then learn how to***

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the rest of your life!***

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***Provides answers to a
variety of sales-related
questions, offering
information on topics***

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***including personal
improvement,
competition, skill
building, customer
relations, ethics,
networking, and problem
solving.***

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**WANT TO KNOW WHAT
TRIGGERS THE YES OR
TRIPWIRES THE NO IN THE
SALES PROCESS? START
HERE! Why your prospects
buy is exponentially
more important than How**

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***you sell. Companies
spend thousands of hours
and millions of dollars
annually teaching their
people how to sell,
instead of investing in
answering the only***

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***question that ever
matters to the bottom
line: Why they buy?
Cheri Tree discovered
that answer when she
decided to apply
psychology to buyology.***

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*Now she s ready to share
with readers the four
basic personality types:
B.A.N.K.TM Blueprint,
Action, Nurturing,
Knowledge. Most
salespeople attempt to*

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***sell based on their own
personality type
precisely why 66 percent
of customers are turned
off by sales
presentations. However,
when you decipher your***

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**prospects B.A.N.K.
codes, you will be far
more likely to get the
Yes! and close the sale.
Why They Buy will teach
you how to: Crack others
personality codes in**

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***less than 90 seconds
Connect quickly and on a
deeper level with your
prospects Comm***

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getting sh*t done! " . .
. .I live in a world***

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***where I have multiple
choices of things to do
every day, and sometimes
the choices are so
overwhelming that I do
nothing. I admit it. On
the other hand, I wrote***

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***this book, and you
didn't. And then the
obvious question is: if
you have a list of 10
things to do, what do
you actually do first?
Answer is always THE***

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***MOST IMPORTANT THING
(not the most urgent
thing). I tend to focus
on the panic deadline.
When the panic is
completed, I then have a
bit of peace. In order***

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***to Get Sh*t Done, there
must be intervals of
peace. My fight—your
fight: is for time and
against time. Twenty-
four hours—that's what
you and I have in***

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***common. USE of time is
how we differ. In these
pages you will discover
the BEST ways to invest
your time into
productive and
profitable actions—have***

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***a blast, and feel GREAT
about your
achievements." –Jeffrey
Gitomer Written for
those who finds it hard
to Get Sh*t Done, this
book is designed to have***

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Enjoy Your Way to
Success in Business and**

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Dealers

The Sales Bible

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discusses cold calls, networking,
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sales The Very Little but Very

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Powerful Book on Closing teaches you how to close sales—simple as that. This book is packed with information that has the power to change your perspective, and to strengthen your ability to build relationships, forge new

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partnerships, and close sales at the prices you want. As an essential element of every sales professional's toolkit, this powerful guide will help you discover how to ask the right questions and create a sense of urgency that prospects

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cannot ignore. Closing sales is what makes a business a success; no matter how wonderful your products and services, your business is not going to succeed if you don't have the ability to close the sales that will drive your

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company to the top of its industry. Even more motivating is the fact that closing sales—and driving the success of your business—also increases your personal accomplishment in the financial arena. Change your perspective to

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enhance your closing ability Learn
to build relationships and forge key
partnerships Identify the questions
you need to ask in order to
understand the purchase drivers
influencing your clients' decisions
Develop a winning sales formula

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competition at every turn. Whether
you're trying to win a new account
or are retaining key clients, closing
is an essential aspect of the sales
process—one that you must
understand and execute in order to

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keep your numbers high. The Very
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Closing is the resource you need to
take your closing skills to the next
level.

The Sales Bible John Wiley &
Sons Jeffrey Gitomer's Little Gold

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highlights the laws which
determine whether you excel or
stumble along in mediocrity. To
excel you certainly don't have to
play by the rules but you do have
to follow and implement the laws
for aligning your actions,

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progressing forward and building a
solid foundation for your future
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Understand key concepts •
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Build Your Brand and Win New
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tools like YouTube, LinkedIn

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repurpose content to create as
big an impact on your
audience as possible Written
specifically for a post-
pandemic sales audience, Go
Live! Turn Virtual Connections
into Paying Customers

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delivers results for anyone
expected to deliver sales
results in a virtual
environment. It also belongs
on the bookshelves of those
who hope to take their
successful offline sales

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strategies to the online world.
Salespeople are looking for
answers. The fastest, easiest
answers that work every time.
The good news is, the answers
exist. The bad news is, in
order to be able to become a

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successful salesperson, you
have to understand, practice,
and master the answers. You
would think with all the

answers contained in this
book, that anyone who reads it
would automatically become a

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better salesperson. You would
be thinking wrong. To become
a better salesperson, the first
thing you have to do is read it.
The second thing to do with
this book is read it again. The
third thing to do with this book

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is try one answer every day. If
it does not work exactly right
the first time, or the outcome
was not what you expected,
try it again and tweak it a little
bit. The fourth thing you have
to do is practice the answer

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until you feel that it is working.
The fifth thing you have to do
is become the master of it.

Blend each answer to your
selling situation and do it in a
way that fits your style, and
your personality. Think about

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the way you ask for an
appointment. The way you
leave a voice-mail message.

The way you follow up after a
sales call. The way you begin
a sales presentation. The way
you ask for a sale. The way

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you respond to an angry
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customer. The way you earn a
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referral. Or the way you get a
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testimonial. Wouldn't you love
to have the perfect answer for
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