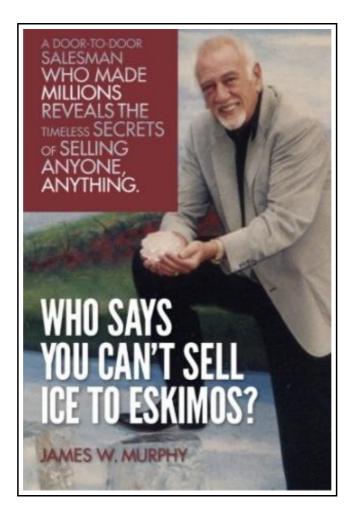
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Reviews

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(Prof. Antone Olson II)

WHO SAYS YOU CAN T SELL ICE TO ESKIMOS?: A DOOR-TO-DOOR SALESMAN WHO MADE MILLIONS REVEALS THE TIMELESS SECRETS OF SELLING ANYBODY, ANYTHING



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Createspace, United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Parachute me in anywhere in America and I ll write at least one order that day, says author Jim Murphy, which perfectly describes the exuberance and can-do attitude of this remarkable, old-school door-to-door encyclopedia salesman who made millions during his career. Do you have a doorknob close? Do you know what a three-dime bank is? Have you discovered the perfect way to overcome price objections? You will. After sitting down to four days of in-depth interviews, Murphy lays it all out, every trick he used, every tell he watched for to make a sale. This is no ivory-tower theorist but rather a witty, engaging, behind-the-scenes confessional from one of the nation s best. No matter what you rep and no matter what you sell - stocks, insurance, cars, clothing, technology, travel, or lemonade on the street - you ll be a lot better at it after an hour or two with Murphy. Great salespeople are made not born, Murphy reminds us - you just need to know a few of those unsaid things that they don t teach you in school. Highly recommended.

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