



The Greatest Sales Stories Ever Told: From the World's Best Salespeople

Robert Shook

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Find out--in their own words--what made the top salespeople so successful. Imagine being invited into a room filled with today's most successful and enthusiastic salespeople--and listening to them talk about their most rewarding sales breakthroughs. In this fascinating collection, top sales pros share their experiences and unforgettable sales triumphs--and offer powerful lessons you can put to immediate use in your own career. This unique collection includes conversations with dozens of superstar salespeople, such as: Mary Kay Ash. Jack A. Sullivan. Stan Herman. Michael McCafferty. Jerry Heffel. Ace Greenberg. Richard Connolly. Betsy Martin Ebby Halliday. Neil Balter. Edward Lubin. Terrie Williams. Judie McCoy. Steven M. Finkel. Joe Girard. Bob Woolf. William J. Bresnan. Georgette Mosbacher. Jack Masser. James McEachern. David Burns. Tony Parinello. James Clayton. Isador Sharp. Martin D. Shafiroff. Barry J. Farber. Richard Luisi. Marc Roberts. Clinton Billups. Tom Hopkins. Randy Vataha. Richard D. Schultz. John Covell. Jay Bernstein. Mary "K" Kottich. William E. Odom. Ross Perot. F. Pete Gullick. Zig Ziglar. Cindy Rossmeisl. Roger Dow. Joe Gandolfo. William R. Chaney. . .and the book's editor Robert L. Shook. ABOUT THE AUTHOR: Robert L. Shook, a former salesman, is the author of more than 35 books and founder and past CEO of Shook Associates and the American Executive Life Insurance Company.

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