



How to Sell Anything to Anybody

Joe Girard, Stanley H. Brown

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"Salesmen are made, not born. If I did it, you can do it."

-- Joe Girard

In his fifteen-year selling career, author Joe Girard sold 13,001 cars, a Guinness World Record. He didn't have a degree from an Ivy League school -- instead, he learned by being in the trenches every day that nothing replaces old-fashioned salesmanship. He insists that by building on basic principles of trust and hard work, anyone can do what he did.

This bestselling classic has helped millions of readers meet their goals -- and you will too. Joe will show you how to make the final sale every time, using the techniques he has perfected in his record career. You too can:

TURN ONE SALE INTO 250 MORE

CREATE A WINNING GAME PLAN FROM LOSING SALES

KNOW THE FIVE WAYS TO TURN A PROSPECT INTO A BUYER

MOVE PAST THE CUSTOMER'S LAST HURDLE TO CLOSE THE SALE

SELL AT A LOSS AND MAKE A FORTUNE

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Manuel Frazier:

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