



The Pocket Guide to Selling Greatness (SellingPower Library)

Gerhard Gschwandtner

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As founder and publisher of *Selling Power*, Gerhard Gschwandtner is internationally recognized as the leading expert in sales performance. Now, in The Pocket Guide to Selling Greatness, he shares that knowledge-and the wisdom collected from dozens of others at the top of their profession-with sales professionals who are ready to take their careers to a bold new level of productivity and profits.

Find out what top achievers Mary Kay Ash, Roger Staubach, Zig Ziglar, Michael Dell, Donald Trump, and, of course, Gerhard Gschwandtner himself have to say about what it takes to achieve personal and professional excellence, including:

- Overcoming rejection
- Using role models
- Managing your attitude
- Generating enthusiasm
- Harnessing the power of ideas

Ready to step out of your comfort zone and into the winner's circle? These powerful, inspiring, and action-oriented essays will show you how.



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