



# The Greatest Sales Book Ever Written

*Dean Gould*

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# The Greatest Sales Book Ever Written

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## **The Greatest Sales Book Ever Written** Dean Gould

How to Become a  
Top Sales Representative or  
the Best at Anything You Do

The purpose of this book is to give you those important ingredients that will propel you to the top of the sales rankings or to the top of whatever you do. Grasp the concepts in this book and "live" them and you will be the best of the best, no matter what you do in life.

Whether you are a sales representative or a plumber, this book is about being the best. Everyone must sell something every day of their life. People must sell themselves in interviews, to win bids or contracts, or to sell an idea to their boss. Think about it. Almost every interaction we have with other human beings requires us to sell ideas, a cause, political views or ourselves to customers, fellow employees or even to our spouses. Many things in life you get because you ask. So why not be the best at selling whatever it is you must sell in order to accomplish whatever you must accomplish. I can't think of anyone who shouldn't know how to do a better job of selling.

This isn't just a book for beginners or those contemplating sales. This book is for experienced, tenured reps as well. Several top representatives, who have read this book, indicated it was a great review, reminding them of things they had forgotten or they just quit doing. For those of you contemplating sales as a profession, or just starting in sales, this will give you a foundation on which to build your career and your life.

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