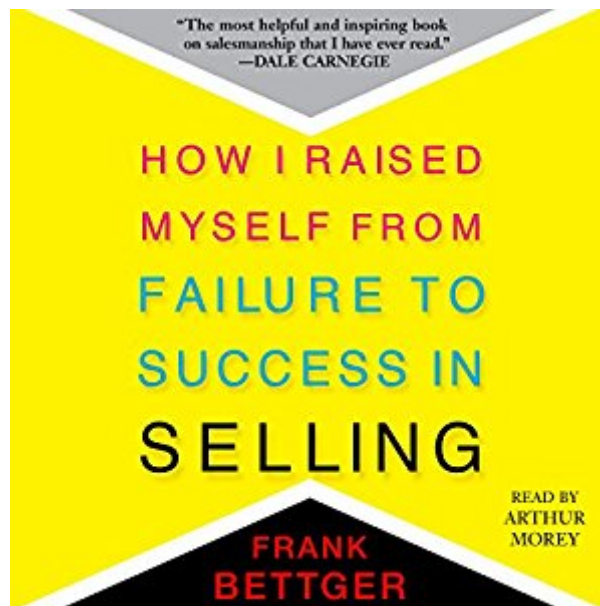




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# How I Raised Myself From Failure To Success In Selling



## Synopsis

A business classic endorsed by Dale Carnegie, *How I Raised Myself from Failure to Success in Selling* is for anyone whose job it is to sell. Whether you are selling houses or mutual funds, advertisements or ideas - or anything else - this book is for you. When Frank Bettger was 29, he was a failed insurance salesman. By the time he was 40, he owned a country estate and could have retired. What are the selling secrets that turned Bettger's life around from defeat to unparalleled success and fame as one of the highest-paid salesmen in America? The answer is inside *How I Raised Myself from Failure to Success in Selling*. Bettger reveals his personal experiences and explains the foolproof principles that he developed and perfected. He shares instructive anecdotes and step-by-step guidelines on how to develop the style, spirit, and presence of a winning salesperson. No matter what you sell, you will be more efficient and profitable - and more valuable to your company - when you apply Bettger's keen insights on: The power of enthusiasm How to conquer fear The key word for turning a skeptical client into an enthusiastic buyer The quickest way to win confidence

## Book Information

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## Customer Reviews

Being interested in improving myself, I had of course heard of the name Dale Carnegie. As I had perused his books, I came across this one. Since I am new to REAL sales (my weakness being closing), I was intrigued by this book's title and description. After buying it, I realized that it was connected to Carnegie's books because this author actually knew and worked with Carnegie. It was

Carnegie who pushed him to start speaking. So even though this book seems to have been written long long ago, I found the advice very useful and have already begun applying some of the tips. I highly recommend reading this if you want a foundation to build your sales on.

The greatest book on selling I've ever read. Simple and powerful. Doesn't over complicate for those who need the fundamentals to selling and a reminder to seasoned sales people on what actually works. The chapter on the power of enthusiasm by itself is worth the purchase.

This book was recommended to me by a stranger that I sat next to on an airplane. I am so glad I wrote down the name of the author. This is the most rewarding book that I have ever read regarding successful selling. Easy to read and understand. I'd like to hope that I mirror these concepts in my selling and sales management.

I don't usually write reviews, but I wanted to take the time to put some words down about this book. This is probably one of the most influential books that I have ever read. Frank Bettger symbolizes why this country is great. I will definitely pass it down to my two boys to become old enough to read it.

The author did a very good job using personal experiences to get some basic principles across. I do not work in sales but I can apply many of the principles stated in the book. If you are looking to grow as a person, many things from this book can be applied to daily life. I gave this book four stars because at times it was difficult to relate to some of the stories and there are quite a few typos.

This book is fabulous. He teaches you about enthusiasm...this can be used in every area of your life, not just selling. This is an ongoing purchase for me because I keep giving these books away to people.

You must read this fine book. How an "uneducated" man changed his life by changing his attitude. I have reread this book various times over the years as his trials and successes apply to all of us today. It is truly an inspiring book.

Topics in this book are timeless even though it is based in the early to mid 1900's. Easy read with some practical suggestions that one can try right away. Simple, sometimes obvious things to do that

we salespeople just do not do. Glad I purchased and read it. Good knowledge, now to implement.

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