



Be a Sales Superstar: 21 Great Ways to Sell More, Faster, Easier in Tough Markets

Brian Tracy

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Brian Tracy shares the most important principles for sales success he has discovered in 30 years of training more than a half million sales professionals in 23 countries.

Based on Tracy's detailed discussions with top salespeople and his keen observation of their methods, as well as his own experiences as a record-breaking salesman, these guidelines address both the inner game of selling—the mental component—and the outer game of selling—the methods and techniques of actually making the sale.

Concise and action-oriented, *Be a Sales Superstar* is a handbook for busy sales professionals, providing key ideas and techniques that will immediately increase your effectiveness and boost your results.

Brian Tracy shows you how to:

- Get more and better appointments, easier;
- Build high rapport in the first few minutes;
- Make better, more effective sales presentations
- Close more sales faster than ever before

Apply Tracy's 21 great ways to be a superstar salesperson, and your success in selling will become unlimited.

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