



# Playing to Win: The Sport of Selling and How You Can Win the Game

*Allen Guy*

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# Playing to Win: The Sport of Selling and How You Can Win the Game

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## **Playing to Win: The Sport of Selling and How You Can Win the Game** Allen Guy

Can knowing more about sports help you become a super salesperson? This author thinks so. Playing To Win is a convergence of sports analogies and practical business skills to educate and entertain readers as they further develop their sales abilities. Written to appeal to youthful professionals seeking to grow in their careers, the book provides applicable advice that can easily be remembered as a result of the book's sports theme. The market is filled with books promising to propel one's sales career to the top. Yet these books make it impractical for readers to retain, let alone apply, the myriad principles laid out in such writings. Playing To Win combines simple, yet effective sales principles with sports analogies to help the reader absorb and implement what he or she reads. Playing To Win first defines the four basic personality types as positions on a football team – The Quarterback, The Running Back, The Wide Receiver and The Lineman. Readers are exposed to personality characteristics that are easily identifiable with each of the positions, making the concepts easy to remember. Parallels are drawn between sporting events and business situations that aid the reader in growing his or her skills as a salesperson. Whether the reader has years of sales experience or is simply contemplating a new career in sales, Playing To Win provides valuable resources to men and women regardless of the level of expertise currently possessed. The concepts discussed in the book are relevant for any industry where a buyer/seller relationship exists.

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