



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

Allen Guy



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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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Agnes Henson:

Spent a free time for you to be fun activity to do! A lot of people spent their sparetime with their family, or their very own friends. Usually they undertaking activity like watching television, gonna beach, or picnic inside the park. They actually doing same every week. Do you feel it? Would you like to something different to fill your own free time/ holiday? May be reading a book is usually option to fill your totally free time/ holiday. The first thing you will ask may be what kinds of e-book that you should read. If you want to consider look for book, may be the e-book untitled Playing to Win: The Sport of Selling and How You Can Win the Game can be great book to read. May be it can be best activity to you.

David Soto:

People live in this new day of lifestyle always aim to and must have the extra time or they will get wide range of stress from both day to day life and work. So , when we ask do people have time, we will say absolutely without a doubt. People is human not a robot. Then we inquire again, what kind of activity are there when the spare time coming to an individual of course your answer can unlimited right. Then do you try this one, reading publications. It can be your alternative with spending your spare time, typically the book you have read is usually Playing to Win: The Sport of Selling and How You Can Win the Game.

Rosemary Perez:

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