



## What Got You Here Won't Get You There in Sales: How Successful Salespeople Take it to the Next Level (Hardback)

By Marshall Goldsmith, Bill Hawkins, Don Brown

McGraw-Hill Education - Europe, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. Kick your bad habits-and CLOSE MORE SALES! I love this book, especially the importance of empathy-care enough about what you are selling to personalize its value to your customer! -Jim Farley, VP Global Marketing, Ford Motor Company In over 20 years of sales leadership, I had yet to see someone describe self-improvement through the elimination of existing behaviors rather than the creation of new ones-what a simple, concise, and personally applicable developmental tool. This is a must-read for everyone in sales! -Chris Richardson, VP Global Sales, Abbott Vascular Don Brown and Bill Hawkins, collaborating with Marshall Goldsmith's incredible insight, have created strategy and ideas that will help you grow, sell more, and prosper! -Jeffrey Gitomer, author of The Little Red Book of Selling What Got You Here Won't Get You There in Sales! is a practical guide for anyone in sales-they hit the nail on the head! Read this book to learn how to build your relationships with customers while shedding the habits that are holding you back! -Tom Reilly, author of Value-Added Selling Deep and meaningful connections with people in business...

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