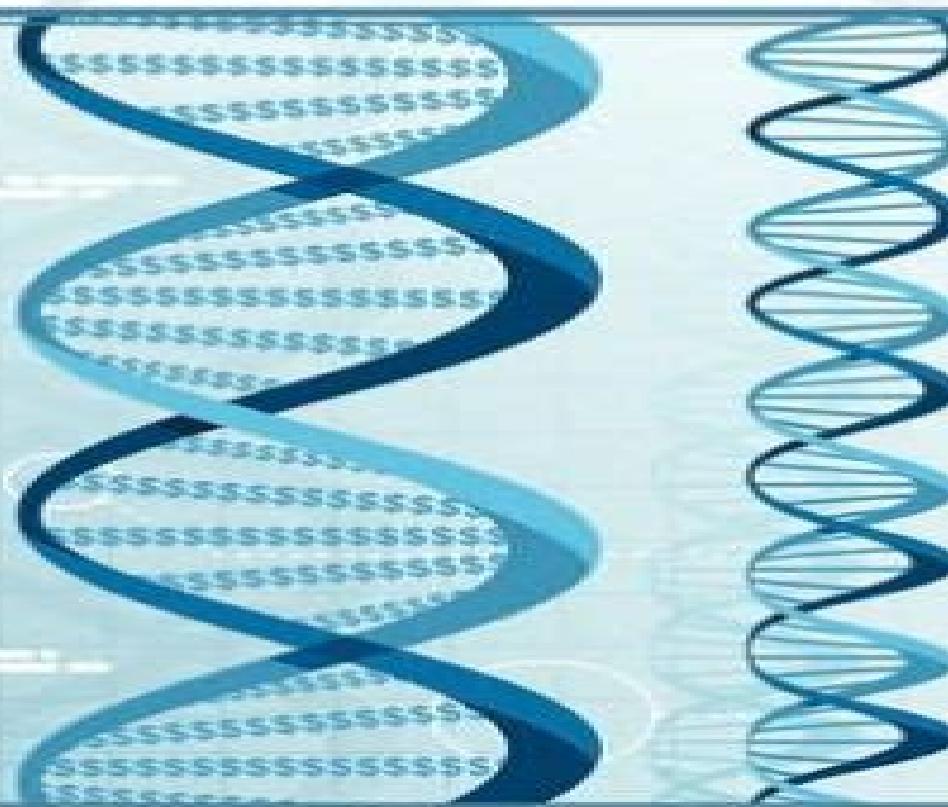


# The DNA of Selling

*What You Won't Learn in Business School*



**Gerry Shaltz**

# The Dna Of Selling What You Wont Learn In Business School

**G Psacharopoulos**

## **The Dna Of Selling What You Wont Learn In Business School:**

**The Dna of Selling** Gerry Shultz,2009-09-28 The DNA of Selling brings a wealth of knowledge and experience the author gained during many years of building a lucrative and fulfilling career in sales Gerry Shultz has compiled his most powerful sales tactics into this easy to follow guide complete with step by step instructions He graciously shares his methods in ways designed to meet business and sales professionals at every skill level Readers will find crucial tools needed to gain renew or enhance their own selling skills This book will also build confidence in students aspiring to create successful careers in selling and business at every level Even sales veterans working to stay at the top will find inspiration here The authors seminars and lectures have been widely requested since he first began revealing his trade secrets He shares his wisdom and proven success building strategies with numerous businesses organizations and university business schools such as UCLA Anderson School of Management and others These strategies were developed over literally thousands of sales presentations In this book Gerry Shultz clearly and openly presents tools that many experienced business and sales experts wish theyd had when they first started out Most business school full professors have never been businessmen They got their masters PhD then taught and wrote their way up the ladder to tenure There is no tenure in business If you cant sell your product your service yourself you are gone Sadly most business professors feel that teaching selling is beneath them You might succeed in business school without selling but you cant succeed in the business world without it Imagine a medical school where the teaching staff has never performed surgery themselves yet they are instructing the interns and residents

Thats what you have at business schools Bob Zider President The Beta Group     I Swear Its True Gerry Shultz,2014-10-08 I Swear Its True by Gerry Shultz I Love It I Absolutely Love It Entertaining A Surprise in Every Section Aaron Klein You should read this book Its Rare Its Real Its Rich with real life experiences from a great story teller Ive known Gerry for 30 years and I can also Swear it is True Mike West I Swear Its True is Positively Riveting Who knew expert businessman and entrepreneur Gerry Shultz could demand claim and capture our attention with such unabashed electrifying and candid work of literature These pages reveal some delightful and unexpected secrets about Gerrys life Whether in Africa Hollywood or Baker California these remarkable episodes of Gerrys fascinating experiences Lure from brawls and bullies to prom night and Paul Newman They Teach from wealth and ruin to gambling addiction and victorious recovery They Enlighten As elephants model the importance of community and team work They Encourage As a defiant young warthog fights to live despite defeat Whether cleverly intentional or genius overflow Gerry clearly coaches us in the arts of Loving Learning Growing Thriving Forgiving Accepting and Releasing From its explosive start to the heart wrenching final pages some may wonder in awe Is it REALLY TRUE But all who dare take this ride will cherish a seat on his courageous insightful and passionate journey of self exploration Still others will simply surrender and ask Where to next Gerry     **Small Business Survival 101** Tom Pease,2020-12-31 How valuable would it be to you to have a book that may prevent you from going out of business You don t

have to wonder because you have it in Small Business Survival 101 Small business ownership excels at bringing out both the best and worst of business people It is the fight of a lifetime and one you may win or eventually lose Small Business Survival 101 will increase the odds of putting up that W Real entrepreneurship is frequently misunderstood It is not so much about an idea or taking risks It is about building a lasting business out of your passion There really is no shortage of good ideas but there is a shortage of those who can make a lasting business from their passion or abilities Small Business Survival 101 charts the two main avenues to entrepreneurial success the I Have An Idea approach and the Serve An Apprenticeship method Learn the critical differences between them By reading Small Business Survival 101 be confident you will glean the critical components needed to build a lasting business and be able to spot advice that really isn't You will learn how to build in repeat business and give it the necessary appeal to customers For gallows humor enjoy That Owner Frame Of Mind and Entrepreneurship By Santa Claus Find out which chapter is the longest and why *How to be a Graphic Designer Without Losing Your Soul* Adrian Shaughnessy,2005-09-22 Addresses the concerns of designers who want to earn a living by doing expressive and meaningful work and who want to avoid becoming hired drones working on soulless projects Publisher description **Traffic World and Traffic Bulletin** ,1969-10 **Instructional Video and Film Catalog Through University of Colorado Boulder. Academic Media Services**,1990 **Forbes** ,2002 **Canadian Business** ,2005

**Business World** ,2002-10 *Automotive News* , *The Guardian Index* ,2000 *Llamas Magazine* ,1992 *What They Do Not Teach You about Sales at Harvard Business School* Andrew Light,2024-11-16 OMG you HAVE to read this book What They Don't Teach You About Sales at Harvard Business School is NOT your grandma's stuffy sales manual Forget boring lectures and dusty textbooks this baby's a wild hilarious ride through the REAL world of selling where the only thing more exciting than closing a deal is the sheer absurdity of it all Prepare for a total paradigm shift This book explodes the myth of the born salesperson Turns out those smooth talking deal making ninjas aren't born they're made And this book is the secret recipe bursting with wacky techniques and ridiculously effective strategies that'll make you question everything you thought you knew about sales Hint Harvard missed a lot Get ready to unlock your inner sales superhero Learn the power of emotional ESP yes really and how to read your clients' minds almost Master the art of active listening so good it's practically mind control and discover the secrets to building relationships that are stronger than your grandma's famous apple pie We're talking about uncovering HIDDEN PAIN POINTS like that weird squeak in your client's office chair that's been driving them crazy for YEARS Learn to ask questions so insightful they'll make your clients spontaneously combust with gratitude maybe not literally but you'll almost feel the heat We even reveal how to identify the secret puppet masters behind every corporate purchasing decision those elusive influencers who hold the keys to the kingdom Then get ready to craft a value proposition so compelling it'll make a unicorn weep with joy We'll show you how to weave together data driven insights and heart wrenching stories into a sales pitch that's as captivating as a Netflix binge Prepare to master the Before After

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