

# **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 Shaltz, 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 Shaltz 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 Shaltz 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 Shaltz, 2014-10-08 I Swear Its True by Gerry Shaltz 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 Shaltz 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

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