



Swim with the Sharks without Being Eaten Alive: Outsell, Outmanage, Outmotivate and Outnegotiate Your Competition

Harvey Mackay

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A collection of personal success maxims and selling tactics, learned over thirty years of Harvey Mackay's own hugely successful business career. Packed with marketing and motivational nuggets that you can put into practice today, and some of the most dynamic techniques for soliciting and closing a sale ever devised, here is a book of clear principles and easily applicable practice. In short, pithy chapters Mackay tells you things like how to get appointments with customers who are sure they don't want to see you - and make them glad they said yes; how to smile and say no to negotiating pressure until your tongue bleeds; how to understand the customer first, last and always, using the Mackay 66 questions. Humorous, human and always to the point.

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