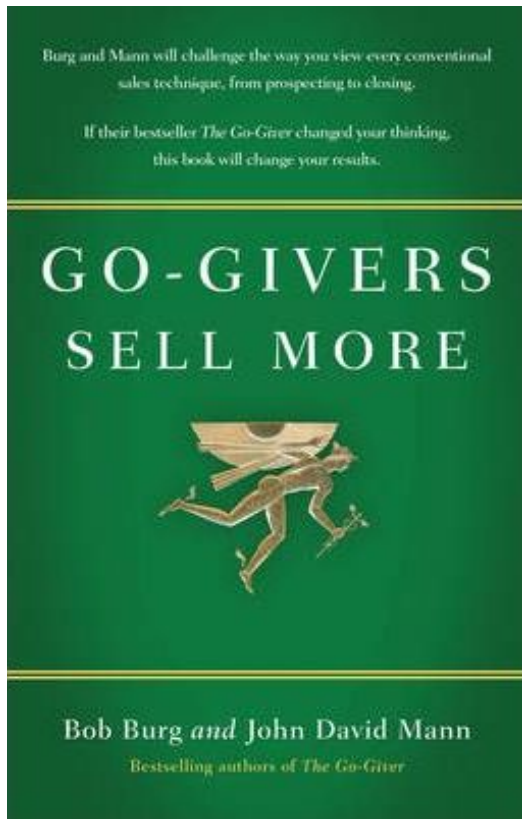


# Read Online Go-givers Sell More: Unleashing the Power of Generosity Online eBook



## Book info:

**Author:** *Bob Burg*

**Format:** *176 pages*

**Dimensions:** *139.7 x 210.82mm*

**Publication date:** *08 Apr 2010*

**Publisher:** *Penguin Putnam Inc*

**Imprint:** *PORTFOLIO*

**Release location:** *New York, United States*



## Plot:

With their national bestseller *The Go-Giver*, Bob Burg and John David Mann took the business world by storm, showing that giving is the most fulfilling and effective path to success. That simple, profound story has inspired hundreds of thousands of readers around the world-but some have wondered how its lessons stand up to the tough challenges of everyday real-world business. Now Burg and Mann answer that question in *Go-Givers Sell More*, a practical guide that makes giving the cornerstone of a powerful and effective approach to selling. Most of us think of sales as convincing potential customers to do something they don't really want to. This mentality sets up an adversarial relationship and makes the sales process much harder than it has to be. As Burg and Mann demonstrate, it's far more productive (and satisfying) when salespeople think like Go-Givers. Cultivate a trusting relationship and focus exclusively on creating value for the other person, say the authors, and great results will follow automatically. Drawing on a wide range of examples of real-life salespeople who have prospered by giving more, Burg and Mann offer tips and strategies that anyone in sales can start applying right away.

## Additional Info:

### Review quote

"Use the approach in this book and you will not only sell more, you will also live a rich and joyful life. It works!"

--Spencer Johnson, M.D., author of *Who Moved My Cheese?* and coauthor of *The One Minute Manager* "I love this book. I could tell you all about how well it's written and how full it is of knowledge, value, service and real-world examples of success and influence due to giving. Instead, I'll say simply that *Go-Givers Sell More* will touch a lot of lives."

--Stephen M. R. Covey, author of *The Speed of Trust* "Burg and Mann have given us the perfect companion volume to their breakout bestseller, *The Go-Giver*. If the first book changed your thinking, this one will change your actions."

--David Bach, author of *The Automatic Millionaire* "If you're serious about selling as a career, you'd be doing yourself a disservice not to read this book and follow its recommended practices."

--Tom Hopkins, author of *How to Master the Art of Selling*

"In our company, *The Go-Giver* helped us move the whole organization toward providing more value and better service. We had all our store General Managers read it--and *Go-Givers Sell More* will be the next book we give them!"

--Rick A. Lepley, President & CEO, A.C. Moore Arts & Crafts, Inc. "*Go-Givers Sell More* completely revolutionizes the way most people have traditionally viewed sales. If you're ready to transform your business, watch your sales soar, and feel proud and confident as a salesperson, you need this book."

--Dr. Ivan Misner, author of *Truth or Delusion?* and founder of BNI "Burg and Mann have unlocked the key to superstar selling: focus on others and touch lots of lives with authentic, exceptional value. Prepare to follow their suggestions and create more abundance."

--Michael Port, author of *Book Yourself Solid* "Go-givers do sell more. Why? Because they shift their focus from getting to giving, and create value one customer at a time."

--Gary Keller, author of *The Millionaire Real Estate Agent* "This book deserves a place on your bookshelf right next to Og Mandino's *The Greatest Salesman in the World*."

--Azim Jamal and Harvey McKinnon, award-winning coauthors of *The Power of Giving* "Beautifully reveals the paradox of genuine selling--that it's all about

the other person."

--John Assaraf, author of *The Answer* "Every professional on the planet needs to read this book."

--Libby Gill, author of *You Unstuck* "Destined to become a classic of selling from the heart."

--Chris Widener, author of *The Angel Inside* and *The Art of Influence* "Simple, practical, and above all, amazingly effective--a blueprint for achieving a successful life."

--Loula Loi Alafoyiannis, President of Euro-American Women's Council "For those of us who have always thought of sales as a dirty word or necessary evil, Burg and Mann remind us, brilliantly and compassionately, that it really is possible to do well by doing good."

-- Jennifer Kushell, coauthor of *Secrets of the Young & Successful* "This marvelous book gets to the heart of successful selling: a genuine attitude and spirit of connecting with others. You will learn how to open your heart and mind in new ways to improve your sales career."

--Dr. Nido Qubein, President of High Point University and Chairman of Great Harvest Bread Co. "A timeless classic with insightful lessons for business, marriage, or friendship."

--Sarah Miller Caldicott, great grandniece of Thomas Edison and coauthor of *Innovate Like Edison*

## **About Bob Burg**

Bob Burg is a popular conference speaker who teaches the tenets of *The Go-Giver* to audiences around the world. A former sales professional, he is also the author of *Endless Referrals*. John David Mann is an award-winning author whose titles include the New York Times bestsellers *The Red Circle* and *Flash Foresight* and the international bestseller *The Go-Giver*.