



Mastering the World of Selling: The Ultimate Training Resource from the Biggest Names in Sales

Eric Taylor, David Riklan

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Of the 17 million people in the U.S. who are involved directly or indirectly in sales, many repeatedly acknowledge facing four major challenges:

1. No prior sales education or training
2. Lack of formalized sales training, resources, and methodologies provided by their companies
3. Due to the recession and downsizing era, lack of 12-18 month professional sales training for new hires provided by Fortune 500 companies
4. A consistent struggle to keep their sales force, distributors, manufacturers reps and affiliates motivated and focused on effectively selling their products and services

Mastering the World of Selling helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world:

Acclivus*AchieveGlobal*Action Selling*Tony Allesandra*Brian Azar*Baker Communications, Inc.*Mike Bosworth*Ian Brodie*Ed Brodow*Mike Brooks*Bob Burg*Jim Cathcart*Robert Cialdini PhD*Communispond, Inc.*Tim Connor*CustomerCentric Selling*Dale Carnegie*Sam Deep*Bryan Dodge*Barry Farber*Jonathan Farrington*Jeffrey Fox*Colleen Francis*FranklinCovey Sales Performance Solutions*Thomas A. Freese*Patricia Fripp*Ari Galper*General Physics Corporation*Jeffrey Gitomer*Charles H. Green*Ford Harding*Holden International*Chet Holmes*Tom Hopkins*Huthwaite, Inc.*Imparta, Ltd.*InfoMentis, Inc.*Integrity Solutions*Janek Performance Group, Inc.*Tony Jeary*Dave Kahle*Ron Karr*Knowledge-Advantage, Inc.*Jill Konrath*Dave Kurlan*Ron LaVine*Kendra Lee*Ray Leone*Chris Lytle*Paul McCord*Mercuri International*Miller Heiman, Inc.*Anne Miller*Dr. Ivan Misner*Michael Macedonio*Sharon Drew Morgen*Napoleon Hill Foundation*Michael Oliver*Rick Page*Anthony Parinello*Michael Port*Porter Henry*Prime Resource Group, Inc.*Neil Rackham*Revenue Storm*Linda Richardson*Keith Rosen*Frank Rumbauskas*Sales Performance International, Inc.*Sandler Training*Dr. Tom Sant*Stephan Schiffman*Dan Seidman*Blair Singer*Terri Sjodin*Art Sobczak*Drew Stevens, PhD*STI International*The Brooks Group*The Friedman Group*The TAS Group*Brian Tracy*ValueSelling Associates*Wendy Weiss*Jacques Werth*Floyd Wickman*Wilson Learning*Dirk Zeller*Tom Ziglar*Zig Ziglar

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