



Joe Girard's 13 Essential Rules of Selling: How to Be a Top Achiever and Lead a Great Life

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The World's Greatest Salesman Reveals the Techniques of His Astounding Success

This newest book from sales phenomenon JOE GIRARD--*The 13 Essential Rules of Selling*--provides all the ammunition you need to succeed in an economy where budgets are being slashed and decision makers are scared to spend.

Named the official world's greatest salesman by Guinness World Records, Girard covers everything from maintaining a positive attitude and staying organized to dressing appropriately, telling the truth, and making clients' needs and wishes priority one.

WHY JOE GIRARD IS #1 . . . JUST A FEW RAVES:

"Fantastic! The auditorium was jam-packed. They were sitting in the aisle! . . . Inspirational!" -- Harvard Business School

"It takes guts to be an entrepreneur. In that quest, Joe Girard's riveting book will empower you to become tomorrow's entrepreneurial legend." -- Warren E. Avis, founder, Avis Rent-A-Car

"[Girard is] the consummate salesman!" -- Forbes

"Girard captures the essence of rising to the top in any endeavor: Set ambitious goals and visualize success, work hard, persevere, and stick to your principles." -- Mary Kay Ash, founder and Chairman Emeritus, Mary Kay Cosmetics, Inc.

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