

“The most helpful and inspiring book  
on salesmanship that I have ever read.”

—DALE CARNEGIE



# HOW I RAISED MYSELF FROM FAILURE TO SUCCESS IN SELLING

FRANK  
BETTGER

# Resumo de How I Raised Myself from Failure to Success in Selling

A business classic, *How I Raised Myself from Failure to Success in Selling* is for anyone whose job it is to sell. Whether you are selling houses or mutual funds, advertisements or ideas -- or anything else -- this book is for you.

When Frank Bettger was twenty-nine he was a failed insurance salesman. By the time he was forty he owned a country estate and could have retired. What are the selling secrets that turned Bettger's life around from defeat to unparalleled success and fame as one of the highest paid salesmen in America?

The answer is inside *How I Raised Myself from Failure to Success in Selling*. Bettger reveals his personal experiences and explains the foolproof principles that he developed and perfected. He shares instructive anecdotes and step-by-step guidelines on how to develop the style, spirit, and presence of a winning salesperson.

No matter what you sell, you will be more efficient and profitable -- and more valuable to your company -- when you apply Bettger's keen insights on:

- The power of enthusiasm
- How to conquer fear
- The key word for turning a skeptical client into an enthusiastic buyer
- The quickest way to win confidence
- Seven golden rules for closing a sale

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