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INSPIRING . . .  
A REAL KICK  
IN THE  
PANTS!



IF YOU'RE NOT

# OUT SELLING

YOU'RE BEING

# OUTSOLD

MICHAEL ST. LAWRENCE & STEVE JOHNSON

## Resumo de If You're Not Out Selling, You're Being Outsold

The first breakthrough sales book in nearly a decade distills the lessons learned by the bold new generation of sales professionals. Thirty-something sales gurus St. Lawrence and Johnson draw upon their own experiences and those of 850 top sales pros with whom they conducted face-to-face interviews to tell readers what it takes to be a high-impact player in today's rushed, cynical, stressed-out business world.

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