

or financial potential in your area of expertise.

The third piece of good news is that this book that you have just started to read, “**The Sales Bible**,” is aimed at **narrowing the gap** between what you absolutely need to know about sales, marketing, persuasion, negotiations, presentations and business in general, and what you were taught (if you studied) at “formal” institutions, in order to maximize your potential and lead you to maximum possible achievements.

The book includes **10 Commandments – 10 principles of marketing and sales** – which, if you adhere to them, will change your life in the following ways:

- Significantly increase your income (whether you are a salaried employee or self-employed)
- Significantly increase your chances of success in your career (whether you are currently in a senior or junior position)
- Significantly increase your chances of success in your business or company (whether you are at the beginning of your business journey, or your business has been around for many years)
- Significantly increase your chances of breaking into new markets and new countries
- Significantly increase your chances of creating great partnerships
- Significantly increase your branding, professional authority and status

These 10 principles are **universal**; they work in any country, with any people, and in any field and any market. Believe me, I have examined this in 4 continents over 2 decades, in over 2,500 workshops and lectures that I have personally delivered around the world, in consultations to over 1,250 large companies and organizations – from all

fields – and in mentorships to thousands of small and medium sized businesses and employees. When you implement these principles(I’ll be generous with you – even if you only implement a small number of them in practice), people **will buy** more from you, **will talk** more about you (good things of course), **will choose** you more often, **will invest** more in you, **will promote** you more, will be your best “ambassadors” and will **love** you more.

I don’t make do just with theory, even though I base my work on many theories and studies; I myself have also been studying the fields of marketing, persuasion, sales, public speaking, rhetoric, negotiation, service and presentation since the beginning of the 2000s.

Beyond having a PhD, and being an economist, a lawyer, mediator, realtor and a few other titles, I also love to be “out in the field” and I check, in practice, every tool and every method that I write about and recommend. (I have been in sales since I was 12 years old when I sold flowers at a traffic junction in the town where I grew up.)

Every tip and every tool you will read about in the book **has been tried and tested by me** on my customers and by others countless times (you will get a sense of this by reading stories from around the world throughout the book).

Please read this book as if I am speaking to you from a stage, and we have convened for a lecture. Words in bold are those I would emphasize should I be speaking to you from a podium. I hope you can hear me. I sometimes use parentheses and even ellipses... it is all part of the strategy I hope to pass on to you in this book.

Implement these tools and you will see success, of course, in everything connected to business, money, revenues, branding and promoting your career but also in other fields of life like parenting, relationships, friendships, relations with family and more.

I believe that the “personal” and the “business-oriented” are connected, and that successful people learn all the time and try to improve all the time in every field. And therefore they achieve a lot more than most people in the world do.

Every expert is also a student. It doesn't matter how senior you are and how much experience you have, and if some of the principles written here sound familiar or known to you, I warmly recommend that you put aside what you know (or think you know), and dive deeply into the stories and examples, to see what you still don't know or don't do and to implement that. And primarily, pay attention to my unique perspective and to how I analyze and see things, including universal and current events that we are all familiar with.

This book distills the 10 commandments of marketing, persuasion and sales: the best principles and tools available today in my perspective, and, most importantly, the most practical and possible to implement, especially in a digital age as saturated, challenging and competitive as the present age.

At the end of each chapter, I have written a summary of the key rules for that particular principle, for your convenience and to make it easier for you to implement and to remember those principles once in a while.

I want to **shorten your learning curve.**

I truly want you to **succeed in life and business.**

The most important thing for me is that you **enjoy** the book, that you find it interesting, that you laugh, that you say over and again while reading to yourselves (and to others), “He is so right”...

Enjoy the book!

Dr. Yaniv Zaid

www.drpersuasion.com

COMMANDMENT NO. 1

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