



## The MacKay MBA of Selling in the Real World

By Harvey Mackay

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 134 mm. Language: English . Brand New. Harvey Mackay is a legend his bestsellers *Swim with the Sharks Without Being Eaten Alive* and *Beware the Naked Man Who Offers You His Shirt* were named by the New York Times as two of the most inspirational business books of all time. Now he's back with the sum total of decades of sales know-how teaching go-getters how to make the sale and hit the numbers, day in and day out. His advice is rooted in road-tested, real-world experiences and include tips on the Web, LinkedIn, and Facebook. As Mackay notes, everyone from the five-year-old proprietor of a lemonade stand . . . to the GE sales maven pitching a 250-megawatt turbine dynamo can learn from this book. From finding the right mentor to earning customer loyalty to overcoming rejection, his passion and knowledge come through in his energetic and irreverent style. As a lifelong student of the sales game, he has spent decades collecting secrets, wisdom, and anecdotes. Each section of this book ends with a memorable Mackay's Moral such as: Failure is not falling down, but staying...



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