



# Selling is Everyone's Business: What it Takes to Create a Great Salesperson

*Steve Johnson, Adam Shaivitz*

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"Close your door. Shut down your e-mail. Let voice mail catch your calls. You're going to want to give this book your full attention. It'll take an hour of your time (okay, maybe two), but it may be the most fruitful hour (or two) you've ever spent. Follow the authors' advice and you can transform your career-and maybe your entire company."

-Matt Howard, Pacific Northwest Divisional Director, Premier Banking and Investments, Bank of America

"Selling Is Everyone's Business demonstrates very well the importance of not going at it alone in sales. The tools in this book will help any sales professional increase their effectiveness as a seller and as a sales coach. This step-by-step guide will help you develop a structured plan that will improve your skills and those of the teammates around you."

-Matt Darrah, Senior Vice President, North America Operations Enterprise Rent-A-Car

"I knew that I would enjoy Selling Is Everyone's Business. I saw how the authors work with sales leaders and knew they had 'street cred.' But the book surpassed my expectations. Anyone who sells for a living or coaches front-line salespeople must read this book."

-Tony Rutigliano, VP/Chief Learning Officer, Automatic Data Processing (ADP)

"I believe everyone wants to be led, regardless of ego, seniority, or expertise level. People are motivated to be led by passionate people. This coaching process gives potential leaders the prescription, tools, resources, and methodology for getting to that level of great, passionate leadership. If you don't change your behaviors after reading this book, then shame on you."

-Tom Seitz, Senior Vice President, Managing Director, Wealth Advisory Services, Piper Jaffray

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