



## The Alphabet to Successfully Selling Yourself Ideas (Paperback)

By Roland Hopkins

AUTHORHOUSE, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Hundreds of sales books have been written, some reaching the top of the Best Seller list. Why possibly is there room for one more? Because this one is the same, but different, and easier to digest for not only salespeople, but everyone else - including you. Our lives revolve around our ability to sell our ideas, and it all begins the moment we are born when we learn to whine for milk or a diaper change. Those whines worked. Remember? I could be wrong, but in my opinion the greatest sales book ever published is the Bible. Strip away all the religious connotation and you are left with things like SEW AND REAP, SEEK AND FIND, KNOCK AND THE DOOR SHALL BE OPENED UNTO YOU. And the most important sales tool of all: TREAT YOUR NEIGHBOR AS YOU WOULD LIKE YOUR NEIGHBOR TO TREAT YOU. Psychologists agree that the biggest problems their patients face is the anxiety of rejection. Who gets rejected more than a salesperson? I have spent over 40 years picking successful people's brains, asking questions, shutting up and listening...



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