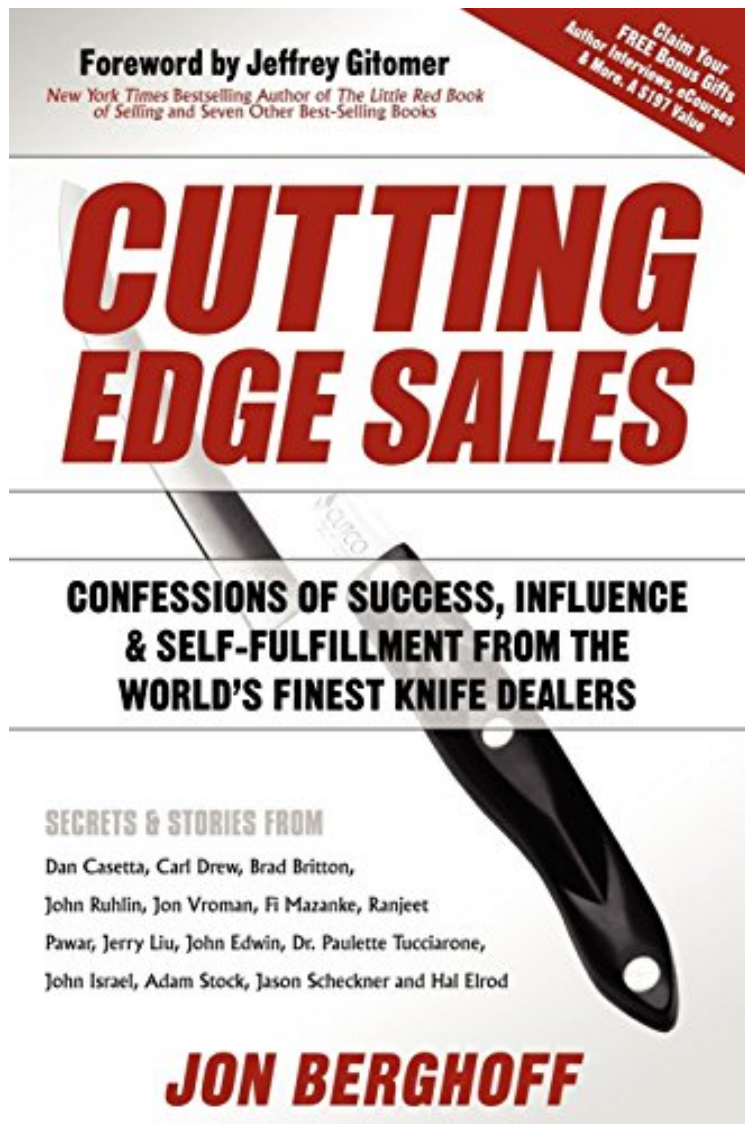


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## Cutting Edge Sales: Confessions of Success, Influence Self-Fulfillment from the World's Finest Knife Dealers

*Jon Berghoff*

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Carnegie's *How to Win Friends and Influence People*, Ron Karr's *Lead, Sell, or Get Out of the Way*, and Rhonda Byrne's *The Secret*: The stories include changing your mindset about selling, approaching people with a genuine interest in their lives and their hopes, taking complete responsibility for your actions and getting up off your butt to make some sales! The stories that each author tell aren't always related to sales of Cutco and often, the stories have way more meaning than selling. You'll find in *Cutting Edge Sales* inspiration to improve yourself, motivation to make more calls, book more demos, and close more sales, and you'll learn insider tips on how to make yourself the best salesperson you know. Approach the book as a guide- pick stories you love and read them often. Pick stories you like and take from them the tips that will help you. Every author's section is relatively short and includes a bullet-summary at the end to refresh the key points in your mind. In short, expect *Cutting Edge Sales* to give you all the tools you need to be successful as a salesperson. But also, expect from yourself the new standards that those tools will allow you to hold for yourself. A great investment for any salesperson and required reading for a Cutco dealer!! 2 of 2 people found the following review helpful. Definitely a good read By Richard White I really enjoyed the diversity contained in this book by the different authors and found the information contained helpful in gaining increased clarity about what I feel sales is all about. I recommend anyone in sales devour this book with an open mind. There are some typo's throughout the book, don't lose the lessons contained because of them. 1 of 1 people found the following review helpful. simple and simply the best By Himanshu It is needless to waste your time in finding a book which can teach you better on sales or on how to meet your daily challenges. Must read for those who just started in sales or are yet to make a mark in this field.

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