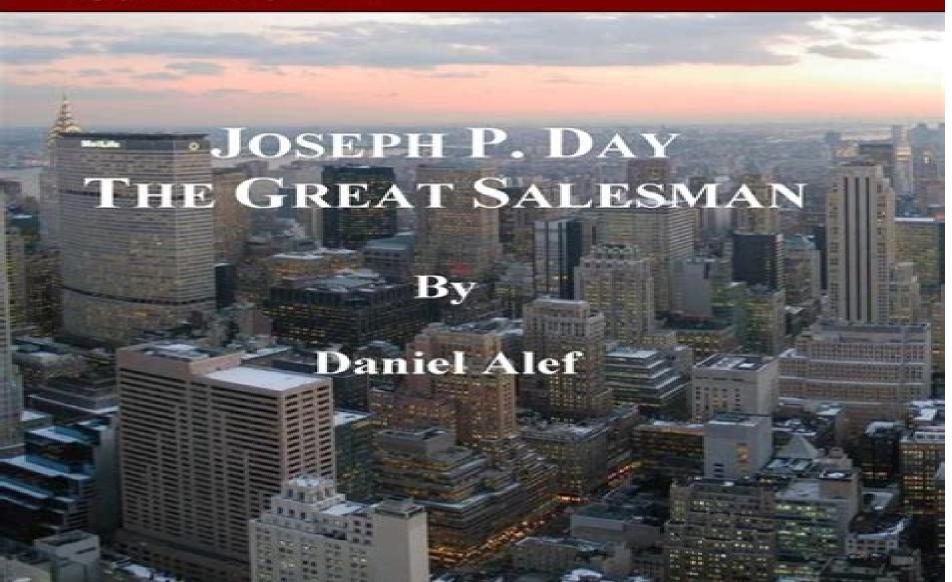
# Titans of Fortune

Biographical sketches by Daniel Alef



# Joseph P Day The Great Salesman

**E Durkheim** 

#### Joseph P Day The Great Salesman:

American Illustrated Magazine, 1921 Sold! How America's Greatest Sales and Marketing Titans Pulled it Off Daniel Alef, 2010-10-26 Robert Louis Stevenson said Everyone lives by selling something It is the principal force driving all commercial transactions and activities from the executive suite of suits and ties to the trenches of open collar and rolled up sleeves Given the relative importance of selling in our quest for achievement and success it is critical to develop selling skills to hone and perfect them to the best of our abilities Lots of books have been written about this subject giving us tips rules comments anecdotes and suggestions and many more will be written in the future After all according to the Bureau of Labor Statistics there are more than 14 million people employed in sales and related occupations And every one of them would like to improve their ability to close sales SOLD HOW AMERICA S GREATEST SALES AND MARKETING TITANS PULLED IT OFF takes a different tack Instead of listing rules or techniques it lets you study embrace and emulate the best salesmen entrepreneurs who ever lived in America Olympic skier Jean Claude Killy once said The best and fastest way to learn a sport is to watch and imitate a champion Cadets at the West Point Military Academy study the strategies of the great military leaders of the past to acquire the skills they will need in future combat Chess players study the strategies employed by the grand chess masters to develop and improve their game Improving sales techniques and capabilities is no different Learning how America's super salesmen and saleswomen achieved their success is immensely instructive all with a view to providing the reader with insight into what made these men and women so successful Sold is the story of 35 titans from Henry J Heinz and William Wrigley Ir to Steve Jobs Mary Kay Ash and Jeff Bezos men and women who created industries giant corporations new products and did it by selling pitching their ideas and companies to investors and banks and their products to the public

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