



Heart and Sell: 10 Universal Truths Every Salesperson Needs to Know

By Shari Levitin

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Understand the 6 Core Objections and how you can neutralize them.

In a market where the right approach is key, *Heart and Sell* shows you how to blend the new science of selling with the heart of human connection to reach more prospects and consistently close more deals.

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Editorial Review

“By blending a wealth of intriguing stories, memorable quotes, and actionable ideas, Levitin’s book aims for and hits the heart of the career sales professional. This must-read book shows you how to break the barriers that your prospects have erected and forge a long-term relationship based on respect, trust, and mutual value. Don’t just read *Heart and Sell*—devour it!”

—Eric Chester, acclaimed workforce development expert and best-selling author of *On Fire At Work*

“The Millennial generation, larger than Baby Boomers and three times the size of Generation X, are leading the charge against old school, high-pressured sales tactics. *Heart and Sell* couldn’t have come at a better time. Shari Levitin masterfully blends the new science of selling with honesty, authenticity, and human connection. Want to increase sales and enhance your culture? Immerse yourself in *Heart and Sell*!”

—Will Spendlove, vice president of product marketing, Salesforce

“In this game-changing book, Shari Levitin shows you how to excel in sales without losing your soul.”

—Jill Konrath, author of *More Sales, Less Time*; *SNAP Selling*; and *Selling to Big Companies*

“Levitin is an amazing speaker and author. *Heart and Sell* is filled with wit, wisdom, and humor. A MUST for anyone selling anything.”

—Patricia Fripp, Past President National Speakers Association, CSP, CPAE Sales Presentation Trainer, Keynote Speaker, Executive Speech Coach

“If you practice just one of Levitin’s universal truths, you’ll have immediate success. So why not put all ten into action... and watch out! A tour de force for anyone interested in selling, serving, or living a more authentic life.”

—Shep Hyken, New York Times best-selling author of *The Amazement Revolution*

“*Heart and Sell* bridges the gap between the new science of selling and the realities of today’s highly informed and equally overwhelmed customer, who demands and deserves a more personal sales approach. Levitin’s expertise is readily apparent in this read and expertly blends neuroscience, heart and humor to create a powerful resource for anyone who wishes for success in sales.”

—Michael Brown, CEO, Hilton Grand Vacations

“Levitin hits the mark teaching the next generation of sales professionals.”

—Glenn Seninger, group vice president, Oracle

Shari Levitin is recognized as a global expert in sales training and corporate sales strategies in over 48 countries and in seven languages. In 1990, she joined Marriott’s Vacation Ownership division as a new, untrained salesperson. One year later, Levitin was named the top salesperson at her site and soon thereafter the top salesperson companywide. She is currently an adjunct professor at the University of Utah David Eccles School of Business teaching the first ever graduate sales course, “Pitch Perfect.” In 1997, Levitin launched her own training company, Shari Levitin Group. Companies such as Hilton, Adobe, Hyatt, Sprint, Jaguar, RCI, Wyndham Worldwide, financial service groups, and countless individuals have attributed hundreds of millions of dollars of ROI to the unique Third-Level Selling. Shari Levitin’s specialties include keynotes, presentation skills workshops, custom sales design, sales training, and sales strategies. To learn more, go to www.sharilevitin.com. Users Review

From reader reviews:
Sophia Morrison: What do you consider book? It is just for students because they're still students or the item for all people in the world, the actual best subject for that? Just you can be answered for that problem above.

Every person has various personality and hobby for each and every other. Don't to be compelled someone or something that they don't wish do that. You must know how great along with important the book Heart and Sell: 10 Universal Truths Every Salesperson Needs to Know. All type of book can you see on many sources. You can look for the internet methods or other social media.

Fred Garza: This book untitled Heart and Sell: 10 Universal Truths Every Salesperson Needs to Know to be one of several books in which best seller in this year, that is because when you read this guide you can get a lot of benefit on it. You will easily to buy this book in the book retail outlet or you can order it via online. The publisher with this book sells the e-book too. It makes you quickly to read this book, as you can read this book in your Cell phone. So there is no reason to you personally to past this e-book from your list.

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Raymond Nelson: The book untitled Heart and Sell: 10 Universal Truths Every Salesperson Needs to Know contain a lot of information on that. The writer explains the girl idea with easy method. The language is very clear and understandable all the people, so do certainly not worry, you can easy to read the item. The book was written by famous author. The author gives you in the new period of literary works. You can actually read this book because you can read on your smart phone, or gadget, so you can read the book within anywhere and anytime. If you want to buy the e-book, you can open their official web-site along with order it. Have a nice study.

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