

## Book Endorsements

Business Experts React To THE DEATH OF 20TH-CENTURY SELLING&hellip;"Funny, unforgettable, and totally unique. Want your sales to come alive? Read this book! A powerful collection of sales war stories and water cooler wisdom, it's packed with the hard-earned lessons of grizzled sales veterans. A must for your sales arsenal!"

- Chris J. Witting, Success Journal Radio Network "We can learn valuable lessons from the experience of others. Dan's collection of sales horror stories can help both the new and experienced salesperson avoid dangerous pitfalls. I encourage you to read the stories and apply the lessons you learn." - Peter Handal, President & CEO Dale Carnegie Training "Dan Seidman provides the sugar that helps the medicine go down in the form of humor that enlightens as it tickles."

- Jay Conrad Levinson, author, Guerrilla Marketing series of books "Here is a powerful presentation of material to make you cringe, cry and of course, laugh. BUT, pay attention to the real reason this book was written - you may be antagonizing prospects with obsolete selling strategies. If you value your business and want an entertaining presentation, have Dan talk to your people. He'll save you money while he makes you laugh. You won't regret it!"

- Raleigh Pinskey, author, 101 Ways to Promote Yourself "This book proves that nobody is totally useless. They can always be used as a bad example. Dan Seidman is the best example of a 180-degree U-turn in selling strategy in the world-he brings the dead (sales) back to life."

- Jeffrey Gitomer, author, The Sales Bible "Dan Seidman finds the 'teachable moments' in the blunders of these sales klutzes and barbarians-and the rest of us get a roll-on-the-floor belly laugh! My favorite was the story of the clown who shoplifted from his prospect, and got caught."

- Shel Horowitz, author,

Grassroots Marketing: Getting Noticed in a Noisy World

"Here's the first book that educates people on what no longer works, and does it with real examples that also happen to be very funny. This book leads you to sales success-and offers you a few laughs along the way."

- Rieva Lesonsky, Editorial Director, Entrepreneur Magazine "Often, we learn best from the mistakes of other people - and these lessons stay with us longer. This book is a creative, enjoyable, non-traditional look at what has not worked in the lives of other sales reps."

- The Sandler Sales Institute "Stories so funny they have to be true! And that's why they're so useful-must reading for anyone who sells for a living (or wants to)."

- Seth Godin, Unleashing the Ideavirus "This is great stuff! Some people are funny and some people are terrific sales trainers. You're the first person I have met who is a truly funny and impactful sales trainer. There's no better tonic than the occasional shot of humility. Anyone who has ever sold anything has been there. From reading this I had a great laugh, a chance to poke fun at myself as a sales person and I learned a ton. Thank you."

- Donald A. Connelly,

Senior Marketing Officer, Putnam Retail Management "This is a rare book. Not only does it teach you what not to do, it delivers the lesson in such a way that you can die laughing. I spit all over my computer screen when I read one of the stories. The last time I laughed this hard was when I was a kid and milk came out my nose. I love this book. Devour it and it will help you make more money while keeping you from making a fool of yourself. Learn from Dan. He's the man."

- Joe Vitale, author of way too many book to list, including

There's A Customer Born Every Minute "This is a great book of incredible sales experiences. I loved it!"

- Brian Tracy, Author, Speaker, Consultant "Here's what I learned: You can fool some of the people all of the time and all of the people some of the time, just make sure none of these people are your customers."

- Joe Himelfarb, Hewlett Packard "A chance to laugh and learn at the same time."

- Paul & Sarah Edwards, authors, Getting Business to Come to You "Seidman's approach is refreshing. For too long, the how-to bakery of sales prospecting has been hawking day-old bread."

- Pete Miller, VP Sales, LC Thomsen "When I read your story about the coconuts, my thoughts were, 'and I thought I was one hell of a salesman. Here's a real master.'"

- Gunjan Saraf, WorkingHumor.com "After reading this book, every sales manager will ask a few more questions about the prospects that never became customers. There may be more to the story of the troubled customer who seems indecisive. He may have been scared off by a Sales Dinosaur!"

- Sam Reese, President, Miller Heiman Sales Training "Highly entertaining reading-with practical, immediately useable wisdom-sets this book apart from the herd of sales literature. If you sell anything, or aspire to, it's a must read!"

- Marilyn Ross, speaker, consultant, author,

Shameless Marketing for Brazen Hussies