

## Who Needs These Stories?

- Anyone who is in sales, used to be in sales, knows a salesperson, or has butted heads with a salesperson. You'll get some great laughs and pick up a few tips along the way. Everyone loves someone who shares a funny story. Here's a "greatest hits from the past" collection to enjoy.

- Salespeople and entrepreneurs who had training long ago or never received any. Many of your techniques don't work like they used to (maybe they never worked that well at all!). With each story, you get a lesson learned that includes what strategies work better today.

- Trainers, teachers, and managers who need some funny, true tales to prove their points. Your training sessions, classrooms, and sales meetings will be much more lively and memorable if you build humor into your teaching. A dose of reality is a powerful learning tool.

Here's the bottom line for selling success: Find a system, learn it, and use it. You'll see the value of that belief revealed throughout the stories.

Let's get right to the fun.