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Selling is a job that requires an updated toolkit for real, lasting success. *How to Be a Sales Superstar* gives you all the specialized skills you need to sell more and sell better. Put these skills to work immediately and become a sales superstar.



Photo: Portraits by Meil

MARK TEWART is an internationally recognized sales, sales marketing, and sales management expert with more than twenty years of experience. He is a professional member of both the National Speakers Association and Authors Guild, and speaks to audiences worldwide on the topics of sales, sales marketing, sales management, and creating a high-performance life. For more information and to receive a free newsletter and bonuses, go to www.marktewart.com.

JACKET DESIGN AND ILLUSTRATION: JEFF FAUST

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Praise for

HOW TO BE A SALES SUPERSTAR

"This book elevates the profession of sales to its rightfully esteemed level. It was inspiring and motivational, and I highly recommend it. It should be required reading for anyone already in sales or considering it as a career."

—Jim Connelly, author and keynote speaker, the Napoleon Hill Institute

"The best way to sum up the information in this book is 'It just works!' I was very skeptical at first. The whole process put me way out of my comfort zone. We gave Mark Tewart's sales and management techniques a try and wow! what a difference it has made. Our gross profits went up between 30 and 50 percent, depending on the department. The best part is that our sales also increased over 25 percent and continue to increase. This has been the best process we have ever implemented, and I have tried many. I would recommend this book, Mark Tewart, and Tewart Enterprises to everyone, except my competition. Bottom line, it just makes lots of money."

—Gary Minneman, General Manager, Sunshine Toyota, Battle Creek, Michigan

"Brilliantly written, completely engaging, and one of the most valuable books you will ever read (whether you're a salesperson or not). Mark delivers the essential guide for anyone who strives to be a superstar in their profession."

—Peggy McColl, *New York Times* bestselling author, *Your Destiny Switch*



TEWART HOW TO BE A SALES SUPERSTAR Break All the Rules and Succeed While Doing It



HOW TO BE A Sales Superstar

Break All the Rules and Succeed While Doing It

MARK TEWART

\$24.95 USA/\$26.95 CAN

You can become a sales superstar—and get rich doing it.

Most salespeople are frustrated from underachieving or failing in their sales career. Because traditional sales training is outdated, it contributes to that frustration. In *How to Be a Sales Superstar*, Mark Tewart defines a new course that you can use to join the elite ranks of sales superstars.

Tewart teaches you how to develop the skills to succeed in this challenging and rewarding profession. But this book isn't about how to be simply good or better at the art of sales. Instead, it reveals the myths of selling that keep the majority of salespeople broke, frustrated, and unhappy. It's about how to succeed wildly and become a sales superstar.

To be a sales superstar, Tewart reveals, you must master sales, people, life, and marketing skills—and he explains step by step how to implement these skills in all aspects of business. He shows how people skills are not just about relating to people, but being able to understand them in order to make relationships work. He underscores the importance of life skills and why you must learn exactly how to think, what to do, when to do it, and why you are doing it. He reveals marketing skills that use low- or no-cost techniques to get new customers and keep the ones you already have. And he provides sales skills that show you ways to eliminate eight out of ten objections before they even happen.

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