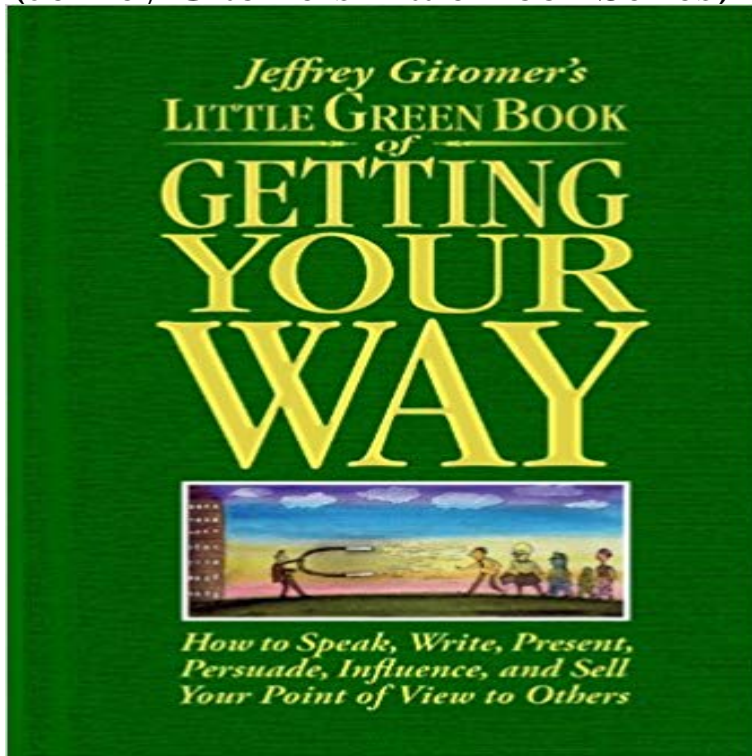


Jeffrey Gitomers Little Green Book of Getting Your Way: How to speak, write, present, persuade, influence, and sell your point of view to others (Jeffrey Gitomers Little Book Series)



Following in the bestselling footsteps of The Little Red Book of Selling, The Little Red Book of Sales Answers, The Little Black Book of Connections, and The Little Gold Book of YES! Attitude, Jeffrey Gitomers The Little Green Book of Getting Your Way digs deep into the 9.5 elements that make persuasion, and getting your way, happen. By breaking down the elements, the reader will begin to understand, take action, become proficient, and then master the ability to persuade. Because persuasion occurs in so many different areas of life and business, Gitomer leads the reader from mental readiness to the principles of getting your way and the power that persuasion offers. He challenges the reader to prepare before they present, to prepare before they try to persuade. He demonstrates how to change a presentation into a performance and shows how this can be done in any environment. But because persuasion most often takes place in business, he draws special emphasis to the readers ability to write and sell persuasively. The book talks about the persistence that enables winning persuasion. He brings the Benjamin Franklin quote If at first you dont succeed, try, try again to the Gitomer level of You only fail when you decide to quit, and the book ends challenging the reader how to think about excellence and eloquence. It will be up to the reader to take advantage of the opportunity and harness the power.

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