



# **Heavy Hitter Sales Wisdom: Proven Sales Warfare Strategies, Secrets of Persuasion, and Common-Sense Tips for Success**

*Steve W. Martin*

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**Praise for *Heavy Hitter Sales Wisdom***

"Steve Martin takes a much-needed look at how successful executives read verbal and nonverbal messages, which allows them to quickly understand the subtext of their customers' minds. The best part is that the author shares effective strategies that put more fun into selling and more money into salespeople's pockets."  
—Gerhard Gschwandtner Founder and Publisher, *Selling Power* magazine

"Steve Martin's interesting examination of great leaders in history and the parallels he draws between waging a war and waging a sales campaign should be required reading for enterprise salespeople."  
—Jay Fulcher, Chief Executive Officer, Agile Software

"This powerful book provides real-world strategies you can use to increase sales immediately!"  
—Brian Tracy, President, Brian Tracy International, author, *Getting Rich Your Own Way*

"Heavy Hitter Sales Wisdom goes beyond the traditional description of sales cycles to the heart of selling. It's about the emotional connection with the customer, but also the attack and destruction of the competition."  
—Olivier Helleboid, Vice President, Software Operations, Hewlett-Packard

"Heavy Hitter Sales Wisdom provides field sales generals and sales soldiers with tons of strategy, persuasion techniques, and common-sense approaches to winning the hearts and minds of prospects. This book will add new weapons to your arsenal."  
—Tim Kelliher, Senior Vice President, Sales, DHL Global Mail

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