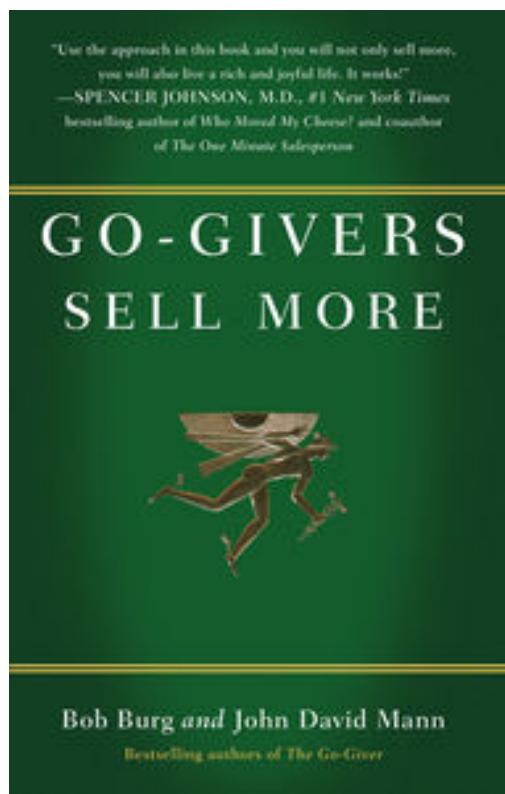


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Now Burg and Mann answer that question in *Go-Givers Sell More*, a practical guide that makes giving the cornerstone of a powerful and effective approach to selling.

Most of us think of sales as convincing potential customers to do something they don't really want to. This mentality sets up an adversarial relationship and makes the sales process much harder than it has to be.

As Burg and Mann demonstrate, it's far more productive (and satisfying) when salespeople think like Go-Givers. Cultivate a trusting relationship and focus exclusively on creating value for the other person, say the authors, and great results will follow automatically.

Drawing on a wide range of examples of real-life salespeople who have prospered by giving more, Burg and Mann offer tips and strategies that anyone in sales can start applying right away.

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