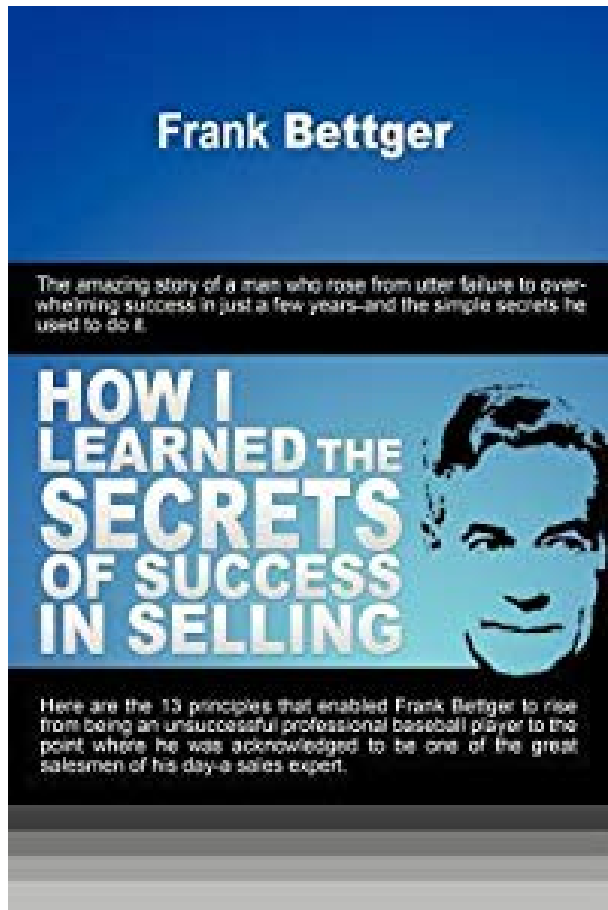


# How I Learned the Secrets of Success in Selling



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The amazing story of a man who rose from utter failure to overwhelming success in just a few years—and the simple secrets he used to do it. A failure as a life insurance salesman at the age of twenty-nine, Frank Bettger became in the following years one of America's outstanding successes. Here are his personal experiences and the principles of selling as he applied them, that made him one of the country's greatest salesmen. Here are the 13 principles that enabled Frank Bettger to rise from being an unsuccessful professional baseball player to the point where he was acknowledged to be one of the great salesmen of his day—a sales expert. REVIEWS: "Here it is—the most helpful and inspiring book on salesmanship that I have ever read. It will be helping salesmen whether they are selling insurance, or shoes, or ships, or sealing wax, long after Frank Bettger has passed away." Dale Carnegie "I recommend this book to salesmen of insurance or anything else...it is easy to read, full of practical advice and capable of stiffening the back and the jaw of any man or woman who sets out to heat the world and doesn't quite know how to go about it. There are millions of them." Insurance News