

🕒 2021.05.29

The Greatest Sales Training in the World by Robert Nelson

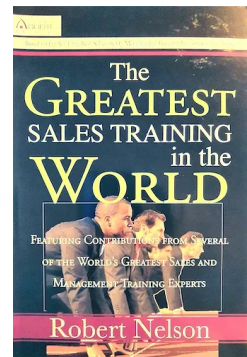
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Category: Sales

(66 von 100)



Why: Selling is the other half of business.

Goal: learn how to train someone to be a good salesman.

Action: Listen to Og Mandino's Speeches.

3 Key Concepts

1. Principles endure, experiences devalue with time.
2. Success is a state of mind, rather aims to prevent failures.
3. The key to all successes is a good habit.

Summary

How to listen to Mandino's speech?

This task is easy because the guy is so convincing. I have never seen anyone so into selling in everything he did. Maybe start with this video “The Greatest Salesman in the World Scrolls 1 to 10” on YouTube (disclaimer: it is an hour-long.)

The Greatest Salesman in the World Scrolls 1 to 10



This book features contributions from several of the world’s greatest sales and management training experts. You will get the feeling of being sold from the cover till the very last page of the book. Haaa obvious, but it works! (I bought it.)

Note: the book title itself achieves 93/100 points, the highest of all the books on the list too. OMG

The book is outlined with Og Mandino’s sales principles of the ten ancient scrolls. Here they are.

Augustine “Og” Mandino II (December 12, 1923 – September 3, 1996^[1]) was an American author. He wrote the bestselling book **The Greatest Salesman in the World**. His books have sold over 50 million copies and have been translated into over 25 languages. He was the president of Success Unlimited magazine until 1976 and was inducted into the National Speakers Association’s Hall of Fame.

(Credit: Wikipedia page https://en.wikipedia.org/wiki/Og_Mandino)

The original is usually put in a religious section in the book store, so it seems.

Mandino composed The Legend Of The Ten Scrolls

- Scroll I – I will form good habits and become their slave.
- Scroll II – I will greet this day with love in my heart.
- Scroll III – I will persist until I succeed.
- Scroll IV – I am nature’s greatest miracle.
- Scroll V – I will live this day as if it is my last.
- Scroll VI – Today I will be a master of my emotions.
- Scroll VII – I will laugh at the world (Keep perspective)
- Scroll VIII – Today I will multiply my value a hundredfold.
- Scroll IX – I will act now.
- Scroll X – I will pray for guidance.

To sum up

This book is basically the thought reflection of ten scrolls by the author Robert Nelson. Next, I will get myself an original book 🙄



Goal check: I learned more than how to train a salesman, but many life principles.

Wasu's Review

(4.0 / 5.0)

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