

## Sell It Like Serhant How To Sell More Earn More And Become The Ultimate Sales Machine

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The Best Damn Sales Book Ever

### The Sales Assassin

#1 New Release in Home Design Remodeling & Renovation - A Must-Read for Success in the Housing Market The advice you didn't know you needed. Because most people only enter the real estate world once a decade or less, few really know how it works. The housing market elicits a lot of emotions, from excitement to anxiety. Oftentimes, this can blind us to the realities of how the market works. Top residential real estate agent Tracy McLaughlin is here to change our understanding of the home sale process. From those buying their first home to sellers with some experience, this book is packed with essential advice. A roadmap for buyers and sellers. In nearly all real estate sales, buyers and sellers leave behind thousands—or even hundreds of thousands to millions of dollars—on the table. As frightening as this reality is, it continually happens because one simple decision, among the countless made during the entire process, can greatly impact the outcome of the transaction. Bridging the gap between information and expertise. Because of the way technology has impacted real estate sales, buyers and sellers have greater access to information and even the ability to direct the sales process. While knowing market information is helpful in real estate sales, most people still lack a key aspect: expertise. By presenting an inside view on sales, McLaughlin provides a guide for maximizing the value of the sale and purchase of homes. In this book by real estate expert Tracy McLaughlin, readers will find Detailed guidelines for how to save money and make money Advice for finding the right real estate agent The real estate for dummies book every home buyer or seller needs If you've looked for guidance in books such as Dream Home, Nolo's Essential Guide to Buying Your First Home, and Home Buying Kit For Dummies, then you'll find more of what you're looking for in Real Estate Rescue with Tracy McLaughlin.

### List to Last

Jordan Belfort—immortalized by Leonardo DiCaprio in the hit movie The Wolf of Wall Street—reveals the step-by-step sales and persuasion system proven to turn anyone into a sales-closing, money-earning rock star. For the first time ever, Jordan Belfort

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opens his playbook and gives you access to his exclusive step-by-step system—the same system he used to create massive wealth for himself, his clients, and his sales teams. Until now this revolutionary program was only available through Jordan ' s \$1,997 online training. Now, in *Way of the Wolf*, Belfort is ready to unleash the power of persuasion to a whole new generation, revealing how anyone can bounce back from devastating setbacks, master the art of persuasion, and build wealth. Every technique, every strategy, and every tip has been tested and proven to work in real-life situations. Written in his own inimitable voice, *Way of the Wolf* cracks the code on how to persuade anyone to do anything, and coaches readers—regardless of age, education, or skill level—to be a master sales person, negotiator, closer, entrepreneur, or speaker.

### The Four Winds

“ I never imagined I ' d get great sales advice from a spy. In *Agent of Influence*, Jason Hanson shows how to use intuition and persuasiveness to grow your business to new heights. ” --Ryan Serhant, Star of Bravo's *Million Dollar Listing New York* and *Sell it Like Serhant* Discover how to use proven spy techniques to bolster your business strategies—from self-advocation to selling to interviewing—and ultimately make more money with this unique guide from the winner of *Shark Tank* and bestselling author of *Spy Secrets That Can Save Your Life*. Spies communicate in code and employ a range of techniques to survive in diverse environments. But to be effective they must be business savvy—they must know how to successfully persuade others. In fact, intelligence agents are among the best salesmen in the world. Whether we realize it or not, each one of us is a salesman. Every day, you sell yourself—your talents, your value, and your ideas to colleagues, to friends, and even to your partner. At the office you maneuver in code to receive a promotion, a higher salary, professional recognition. Now, you can learn to sell yourself even better. In *Agent of Influence*, Jason Hanson, a former CIA special agent and founder of *Spy Escape School*, reveals how anyone can use spy tactics for increased success, from learning how to strategically plan your day to mastering the steps you ' ll need to embrace challenges and set achievable, personal goals. He teaches you how to develop a winning sales personality and target the perfect business opportunity using the SADR cycle—“ spotting, ” “ assessing, ” “ developing, ” and “ recruiting. ” With this invaluable and unique handbook, you will become a more productive, confident professional or entrepreneur. In our evolving age of entrepreneurship, corporate careers, and self-run businesses, Jason ' s message will appeal to those looking for a competitive leg up, and who entrust the insider secrets of spy practice to take them there.

### My Remarkable Journey

2018 Axiom Business Book Award Winner, Gold Medal *Stop Selling! Start Solving! In Ninja Selling*, author Larry Kendall transforms the way readers think about selling. He points out the problems with traditional selling methods and instead offers a science-based selling system that gives predictable results regardless of personality type. *Ninja Selling* teaches readers how to shift their approach from chasing clients to attracting clients. Readers will learn how to stop selling and start solving by asking the right questions and listening to their clients. *Ninja Selling* is an invaluable step-by-step guide that shows readers how to be more effective in their sales careers and increase their income-per-hour, so that they can lead full lives. *Ninja Selling* is both a

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sales platform and a path to personal mastery and life purpose. Followers of the Ninja Selling system say it not only improved their business and their client relationships; it also improved the quality of their lives.

### Sell It Like Serhant

Josh Flagg began working in high-end real estate immediately after graduating from Beverly Hills High in 2004. Within the first four years of his career, Josh participated in several record sales, including the highest sale in the history of Brentwood Park and the highest sales on the exclusive Roxbury, Foothill and Monovale Drives, making him one of Los Angeles' hottest agents. Flagg has participated in sales up to \$25,000,000. "↪ ↪ ↪ The best thing I have seen Josh do, was wrap an entire house in a big red bow before delivering the keys to the new owners. He is very creative, and that is why he is so successful. In Josh's mind, there are no limitations." Josh is also one of the stars of BRAVO TV's, Million Dollar Listing, returning for its fourth season February 2011. In his new book, "Million Dollar Agent: Brokering the Dream," Josh writes about having travelled to more than fifty countries, his years growing up in one of the most famous cities in the world (Beverly Hills) and how to develop a successful career in high-end real estate. "My funniest experience so far was when I fell into the pool of a client's house in the middle of a showing, clothes, jewelry and all! Well I couldn't let that slow me down, so I put on the owners robe, threw on some slippers and continued the showing. The buyers sent me a pair of swim-trunks when we closed escrow." – Josh Flagg

### Sell It Like Serhant

This book offers an up-to-date and definitive explanation of how to build relationships via social media in the sales process and is a guide to encouraging sales people to embrace these revolutionary techniques. \* Enlightening case studies of the use of social media in sales, including Facebook, Twitter, LinkedIn, blogging, and social bookmarking \* Written with the input of contributing experts in the field of social networking, sales, communication, and consumer purchasing behavior \* Includes ten ways to boost ROI using the "New Handshake" methods \* Illustrations depicting the Tannebaum and Schmidt decision-making model, as well as screenshots from blogs, Constant Contact, Delicious, Digg, and LinkedIn \* A complete bibliography serves as a handy resource guide

### Back to Human

Want to be on top in your sales career? How do you succeed in the profession of selling? while also maintaining your sanity, avoiding ulcers and heart attacks, continuing in a good relationship with your spouse and children, meeting your financial obligations, and preparing for those "golden years," and still have a moment you can call your own? Zig Ziglar shows you how, sharing information, direction, inspiration, laughter, and tears that will help you make the necessary choices for a balanced life? personal and professional. Selling is a magnificently rewarding and exciting profession. It is, however, more than a career. It is a way of life? constantly changing and always demanding your best. In Ziglar on Selling, you'll discover the kind of person you are is the most essential facet in building a successful

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professional sales career. You've got to be before you can do. "I will see you at the top?in the world of selling."?Zig Ziglar

### Build a Brand in 30 Days

Bobbi Rebell, award-winning TV anchor and personal finance columnist at Thomson Reuters, taps into her exclusive network of business leaders to share with you stories of the financial lessons they learned early in their lives that helped them become successful. She then uses these stories as jumping off points to offer specific, actionable advice on how you can become a financial grownup just like them. Financial role models such as Author Tony Robbins, Entrepreneur Ivanka Trump, Shark Tank's Kevin O'Leary, Mad Money's Jim Cramer, Designer Cynthia Rowley, Macy's CEO Terry Lundgren, Zillow's CEO Spencer Rascoff, PwC's CEO Bob Moritz, and twenty others share their stories with you. The book walks you through some of the biggest money decisions you'll make regarding real estate, investing, debt management, careers, friends and money, family finances, and even health and wellness. You're guided by proven examples and given the information you need to make choices that are right for you. How to Be a Financial Grownup will especially appeal to you if you're interested in new ideas to better manage your finances, especially if you're going through life changes where you have to pay more attention to your financial well-being.

### End Game

Social media has quickly become part of the fabric of our daily lives, and as we have flocked to it, so have most companies and organisations from every sector and industry. It is now the place to attract and sustain our attention. But how is it a new marketing activity and how is it similar to previous practice and customer behaviour? Does it require new modes of thinking about human networks and communications or do the existing conceptual models still apply? This book offers a critical evaluation of the theoretical frameworks that can be used to explain and utilise social media, and applies them to fun real-life examples and case studies from a range of industries, companies and countries. These include Unilever, Snickers, American Express, Volkswagen and Amnesty International, and span campaigns run across different platforms in countries such as China, Canada, Sweden and Singapore. Readers are invited to think about the different types of social media users and explore topics such as brand loyalty, co-creation, marketing strategy, measurement, mobile platforms, privacy and ethics. As well as tracing the emergence and trends of Web 2.0 and what they mean for marketing, the author also considers the future for social media marketing. Discussion questions and further reading are provided throughout, and the book is accompanied by a companion website.

### The Millionaire Real Estate Agent

A perfect gift for Mother's Day for any parent who has struggled on their journey to have a baby, Million Dollar Listing star Emilia Bechrakis Serhant's debut picture book poignantly explores her own difficulty conceiving and her life-changing experiences with IVF. I swam through the deepest ocean. I climbed the tallest mountain. Finding you was a journey. And meeting you was my greatest joy. In this picture book,

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illustrated by the #1 New York Times bestselling artist of *A Day in the Life of Marlon Bundo*, families of different shapes, colors, and sizes must cross deserts, navigate rough seasons, and climb mountains--all to find their miracle babies. Emilia's story reminds us that, despite the challenges and complications often thrown our way, hope will always prevail. *To the Moon and Back for You* combines a timeless feel with a timely subject, and is poised to become a modern classic for years to come.

### Way of the Wolf

**HOW TO DOMINATE, MAKE MILLIONS, AND GET ANYTHING YOU WANT** Big Money Energy is the feeling you get when you encounter someone who is massively succeeding at life. They're the ultimate picture of self-confidence. There's no bravado, no bragging -- they know they have BME and so does everyone else. You get Big Money Energy by being 100% committed to making your vision a reality . . . and that vision has to be BIG. Ten years ago, Ryan Serhant, billion dollar broker and costar of *Million Dollar Listing New York* was living paycheck-to-paycheck and didn't even own a suit. Serhant realized that while he couldn't change his circumstances or the balance of his bank account, there was one thing he could change -- his energy. The energy you give off impacts every area of your life, from how much money you earn and how much power you have, to who you socialize with and the jobs you get. Determined to leave his low-rent lifestyle behind forever, Serhant took life-changing steps that resulted in his getting cast on television, graduating to seven-figure sales, and doubling his income every year for the next decade. Serhant is now the CEO and Founder of SERHANT., a multi-dimensional real estate brokerage and media company, and averages a billion dollars in sales every year. In *Big Money Energy*, Serhant will show readers how he tapped into his Big Money Energy to crush his goals and achieve huge success, earning his first million before he turned thirty. Whether you're a self-made entrepreneur, a corporate executive or barista, Serhant will teach you how to climb the ladder to success better and faster than anyone else. If you want Big Money Energy, this is your blueprint. This book is an inspirational, lively guide for anyone who is ambitious enough to dream big and is committed to doing whatever it takes to conquer them.

### The Altman Close

All real estate agents share one thing in common: we're all striving to get to the NEXT LEVEL of personal and professional success. We want to take our lives, our businesses, and our selves to the next level. What if you could get there, faster than you ever thought possible, by simply changing how you start your day? *The Miracle Morning for Real Estate Agents* beautifully blends strategy and inspiration in an enlightening parable from the bestselling authors of *The Miracle Morning*, (7L) *The Seven Levels of Communication*, and *The New Rise in Real Estate*. This book takes you on a journey into the lives of real estate agent Rick Masters and mortgage professional Michelle Phillips. Rick and Michelle face new challenges as the demands of their industry have left them stressed, overweight, and unfulfilled. Something has to change. They attend an event and meet other agents who have transformed their lives. Although Michelle is optimistic, Rick is skeptical. Little does Rick know, there really is a not-so-obvious secret that will transform your life in just 30 days. Discover it for yourself as you join Rick and Michelle on their life-changing journey.

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You'll learn how 30 days from today YOUR life and business can be everything you've always dreamed. It's your time to rise and shine!

### Fear Is Just a Four-Letter Word

Larry King's trademark suspenders and unmistakable voice are known around the world to millions of viewers who have made him a permanent fixture in their living rooms every night. For a half century, he has been host to the world's most influential figures, and after some 40,000 inter-views, here is King's own remarkable and riveting story, from his humble roots in Depression-era Brooklyn to the heights of celebrity as host of CNN's Larry King Live. In *My Remarkable Journey*, King tells his colorful story of growing up on Relief in Brooklyn, his early passion for broadcasting, his ascendance in Miami radio, and his early friendship with Jackie Gleason and Frank Sinatra. Married eight times, Larry didn't actually meet the son who had been named after him until Larry King Jr. was thirty-three years old. He has been fired, incarcerated, struggled with a three-pack-a-day smoking habit, had a heart attack and quintuple bypass surgery, and founded the Larry King Cardiac Foundation. A father, a grandfather, and a great-grandfather, Larry King is a man who can tell some tales. And he does it with humor and candor.

### Rise and Grind

If you are a real estate agent and would like be more of a listing agent than a buyers agent, this is the book for you. Ricky has sold over 100 properties per year as a single agent consistently for years. This easy-to-read book will show you to way to not only thrive off of listings, but also prepare you for the next (and every) market downturn.

### Agent of Influence

Take your real estate career to the highest level! "Whether you are just getting started or a veteran in the business, *The Millionaire Real Estate Agent* is the step-by-step handbook for seeking excellence in your profession and in your life." --Mark Victor Hansen, cocreator, #1 New York Times bestselling series *Chicken Soup for the Soul* "This book presents a new paradigm for real estate and should be required reading for real estate professionals everywhere." --Robert T. Kiyosaki, New York Times bestselling author of *Rich Dad, Poor Dad* *The Millionaire Real Estate Agent* explains: Three concepts that drive production Economic, organizational, and lead generation models that are the foundations of any high-achiever's business How to "Earn a Million," "Net a Million," and "Receive a Million" in annual income

### Million Dollar Agent

Investing your first 5 minutes a day reading and sharpening your skills can put you on the fast track to success in your life and business. Many masters and experts have shared their wisdom through words. Learning from these experienced leaders by reading their words is how you, too, can achieve personal and professional transformation. Success is achieved by getting into action immediately and applying the principles learned. Applied knowledge leads to success. That is the beauty of

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author and top-performing agent Karen Briscoe's Real Estate Success in 5 Minutes a Day. You truly only have to invest five minutes a day to achieve amazing results. One of the easiest ways to develop a new habit is to attach it to an existing habit. The new activity is particularly sticky when combined with one you enjoy. So pair your inspirational reading for the day with your morning cup of tea or coffee. By combining a new behavior with an already established habit, the established habit becomes the reminder. You don't even have to think about it. The new habit becomes effortless, as there is the automatic reward associated with it. Make the decision now to become a lifelong learner and you will become one. Commit to the habit of reading one of the 365 daily chapters first thing every morning. And then identify one new concept to apply in your life and business. Success thinking, combined with success activities and success vision, creates a sweet life that truly will transform your life.

### The Sell

The nation's #1 real estate broker and charismatic costar of Bravo's Million Dollar Listing New York shares his secrets on how to be successful. In the ten years since moving from Sweden to New York City, with no experience in real estate and no contacts, Fredrik Eklund has transformed himself into the best seller in the most competitive real estate market on the planet. In *The Sell*, Eklund leverages his years of experience to create the go-to manual for self-promotion and sales. At the core of the book are chapters tied to Eklund's 10-step program for "selling anything to everyone," and he shares his secrets on everything from personal authenticity and looking your very best to crafting the perfect sales pitch, negotiating with savvy, and closing deals promptly and efficiently . . . lest they slip away. Whether you're just starting a job as a sales rep at Verizon, navigating your career as an executive or entrepreneur, or hitting your stride closing big transactions as a banker at Goldman Sachs, *The Sell* will show you how to improve your game and radically increase the money you're bringing home. *The Sell* is a vital resource for anyone who wants to have an impact in his or her personal and professional life, with a razor-sharp focus on selling: selling yourself--or your brand--no matter your background.

### 7L: The Seven Levels of Communication

#1 New York Times bestselling author David Baldacci returns with his most breathtaking thriller yet! Will Robie and Jessica Reel are two of the most lethal people alive. They're the ones the government calls in when the utmost secrecy is required to take out those who plot violence and mass destruction against the United States. And through every mission, one man has always had their backs: their handler, code-named Blue Man. But now, Blue Man is missing. Last seen in rural Colorado, Blue Man had taken a rare vacation to go fly fishing in his hometown when he disappeared off the grid. With no communications since, the team can't help but fear the worst. Sent to investigate, Robie and Reel arrive in the small town of Grand to discover that it has its own share of problems. A stagnant local economy and a woefully understaffed police force have made this small community a magnet for crime, drugs, and a growing number of militant fringe groups. But lying in wait in Grand is an even more insidious and sweeping threat, one that may shake the very foundations of America. And when Robie and Reel find themselves up against an adversary with superior firepower and a home-court advantage, they'll be lucky if they make it out alive, with or without Blue Man . . . **INCREDIBLE PRAISE FOR**

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DAVID BALDACCI'S #1 NEW YORK TIMES BESTSELLING WILL ROBIE SERIES:  
"Fast-paced entertainment at its best." --Florida Times-Union "Robie and Reel are complex characters, and anything they do is a pleasure to follow Baldacci knows how to get readers to turn the pages." --Associated Press "David Baldacci has never been better than in The Guilty. His latest to feature conflicted assassin extraordinaire Will Robie takes the character--and series--to new heights. A stunning success from one of America's great literary talents." --Providence Sunday Journal on The Guilty "A first-class thriller David Baldacci's four bestselling novels about government assassin Will Robie have straddled that line of edgy, high-concept suspense, augmented with a bit of the political thriller, and deep character studies." --Sun-Sentinel (FL) on The Guilty "With a lightning pace, captivating characters, and astonishing twists throughout, The Hit is guaranteed to keep your attention from the first page to the last." --The Times-News (NC) on The Hit

### Exactly What to Say: For Real Estate Agents

Sales based on trust are uniquely powerful. Learn from Charles Green, co-author of the bestseller *The Trusted Advisor* how to deserve and, therefore, earn a buyer's trust. Buyers prefer to buy from people they trust. However, salespeople are often mistrusted. *Trust-Based Selling* shows how trust between buyer and seller is created and explains how both sides benefit from it. Heavy with practical examples and suggestions, the book reveals why trust goes hand-in-hand with profit; how trust differentiates you from other sellers; and how to create trust in negotiations, closings, and when answering the six toughest sales questions. *Trust-Based Selling* is a must for anyone in sales, is especially invaluable for sellers of complex, intangible services.

### Real Estate Rescue

### Sell It Like Serhant

#1 NEW YORK TIMES BESTSELLER #1 USA TODAY BESTSELLER #1 WALL STREET JOURNAL BESTSELLER #1 INDIE BESTSELLER "The Four Winds seems eerily prescient in 2021 . . . Its message is galvanizing and hopeful: We are a nation of scrappy survivors. We've been in dire straits before; we will be again. Hold your people close." —The New York Times "A spectacular tour de force that shines a spotlight on the indispensable but often overlooked role of Greatest Generation women."—People "Through one woman's survival during the harsh and haunting Dust Bowl, master storyteller, Kristin Hannah, reminds us that the human heart and our Earth are as tough, yet as fragile, as a change in the wind." —Delia Owens, author of *Where the Crawdads Sing* From the number-one bestselling author of *The Nightingale* and *The Great Alone* comes a powerful American epic about love and heroism and hope, set during the Great Depression, a time when the country was in crisis and at war with itself, when millions were out of work and even the land seemed to have turned against them. "My land tells its story if you listen. The story of our family." Texas, 1921. A time of abundance. The Great War is over, the bounty of the land is plentiful, and America is on the brink of a new and optimistic era. But for Elsa Wolcott, deemed too old to marry in a time when marriage is a woman's only

option, the future seems bleak. Until the night she meets Rafe Martinelli and decides to change the direction of her life. With her reputation in ruin, there is only one respectable choice: marriage to a man she barely knows. By 1934, the world has changed; millions are out of work and drought has devastated the Great Plains. Farmers are fighting to keep their land and their livelihoods as crops fail and water dries up and the earth cracks open. Dust storms roll relentlessly across the plains. Everything on the Martinelli farm is dying, including Elsa's tenuous marriage; each day is a desperate battle against nature and a fight to keep her children alive. In this uncertain and perilous time, Elsa—like so many of her neighbors—must make an agonizing choice: fight for the land she loves or leave it behind and go west, to California, in search of a better life for her family. The Four Winds is a rich, sweeping novel that stunningly brings to life the Great Depression and the people who lived through it—the harsh realities that divided us as a nation and the enduring battle between the haves and the have-nots. A testament to hope, resilience, and the strength of the human spirit to survive adversity, The Four Winds is an indelible portrait of America and the American dream, as seen through the eyes of one indomitable woman whose courage and sacrifice will come to define a generation.

## The New Handshake

Millennial women are changing what it means to be powerful and successful in the world--for everyone. Forever. You want The Big Life--that delicious cocktail of passion, career, work, ambition, respect, money and a monumental relationship. And you want it on your own terms. Forget climbing some corporate ladder, you want a career with twists and turns and adventure. For you, success only matters if it's meaningful. Ann Shoket knows the evolving values of young women more than anyone. She's the voice behind the popular Badass Babes community, a sisterhood of young, hungry, ambitious women who are helping each other through the most complex issues around becoming who you're meant to be. As the trailblazing editor-in-chief of Seventeen for the better part of a decade, Shoket lead provocative conversations that helped young women navigate the tricky terrain of adolescence and become smart, confident, self-assured young women. Now that they are adding muscle to the framework of their lives, she's continuing the conversation with The Big Life. The Big Life is packed with actionable guidance combined with personal advice from high-profile millennial women who have already achieved tremendous success, plus intimate conversations with a cast of compelling characters and Shoket's own stories on her quest for The Big Life. You'll learn to tackle all of the issues on heavy rotation in your mind such as: How to craft a career that's also a passion. How to get respect from a boss who thinks you're a lazy, entitled, and self-obsessed millennial Why you need a "squad" of people who support you as you build your Big Life How a side hustle will make you smarter, hotter, and more in control of your destiny. Why work/life balance is a sham and your need to embrace the mess. How to find a partner whose eyes light up when you talk about your ambition. Written in Shoket's friendly and authoritative style, The Big Life will help you recognize your power, tap into your ambition, and create your own version of The Big Life.

## To the Moon and Back for You

Star FBI detective Amos Decker and his colleague Alex Jamison must solve four increasingly bizarre murders in a dying rust belt town--and the closer they come to

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the truth, the deadlier it gets in this rapid-fire #1 New York Times bestseller. Something sinister is going on in Baronville. The rust belt town has seen four bizarre murders in the space of two weeks. Cryptic clues left at the scenes--obscure bible verses, odd symbols--have the police stumped. Amos Decker and his FBI colleague Alex Jamison are in Baronville visiting Alex's sister and her family. It's a bleak place: a former mill and mining town with a crumbling economy and rampant opioid addiction. Decker has only been there a few hours when he stumbles on a horrific double murder scene. Then the next killing hits sickeningly close to home. And with the lives of people he cares about suddenly hanging in the balance, Decker begins to realize that the recent string of deaths may be only one small piece of a much larger scheme--with consequences that will reach far beyond Baronville. Decker, with his singular talents, may be the only one who can crack this bizarre case. Only this time--when one mistake could cost him everything--Decker finds that his previously infallible memory may not be so trustworthy after all

### Real Estate Success in 5 Minutes a Day

Land the deals you want and develop your instincts with million-dollar negotiation techniques After selling over \$3 Billion in real estate, including the most expensive one-bedroom house in history, Josh Altman, co-star of the hit show Million-Dollar Listing Los Angeles, wants to teach you the real estate sales and negotiation tactics that have made him one of America's top agents. Buying or selling a house, whether for a client or yourself, is one of the most important (and most stressful) deals anyone can make, demanding emotional intelligence and a solid set of negotiating skills. But by mastering the same techniques that sell multi-million-dollar homes in Bel Air and Beverly Hills, you can attract buyers and close deals on any property. Josh breaks down the art of real estate into three simple parts. First, he'll help you get business in the door during the Opening. Then he takes you step-by-step through the Work: everything between the first handshake and the last. And finally, the Close, the last step that ensures all your hard work pays off as you seal the deal. Learn how to open with a prospect, work the deal, close, open, and repeat Build and market your reputation, creating more sales opportunities Develop the traits of a closer in you and your team Drive the deal forward and get the best price for your property by creating desire, scarcity, and demand Successful real estate sales are driven by the same principles, whether they happen in the Hollywood Hills or just down the street. Josh wants to put those principles, and the techniques for applying them, in your hands. Learn them and discover what you can achieve.

### The Big Life

In The Book of YES, you will find the most powerful scripts in the real estate industry today. If you're tired of the same old sales scripts or if you've done away with them all together, I know how you feel because I've been there. I was tired of seeing the same B.S.(bad sales) approaches and I wanted something that felt more natural for me. So I started creating my own scripts, for the simple reason that I hated being told, "No." For me nothing was worse than that feeling of rejection. I was determined to figure out the perfect thing to say in every situation, and how to say it in a way that would cause sellers and buyers to want to say "Yes!" to me every time. This book is the result of that quest. And I've broken it in two unique parts so you can spend less time reading it, and more time using the life changing scripts inside.

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Part 1 will give you the foundation for making the scripts work for you. Not just some of the time, but every time! You'll master how to inspire sellers to say "YES" to you giving you the magic key to unlock the success you want as a real estate agent. Part 2 is the actual scripts that allow you to have smooth, choreographed conversations that lead you down the path to more success and more income. Included in this section are Prospecting scripts for sellers that lead up to the listing appointment. My unique Listing Presentation Scripts with examples of exactly how to deliver them for maximum impact. The Buyer Scripts that I've personally used for years to build my own real estate business from scratch. The Objection scripts that will show you how to overcome any objection with ease and never be scrambling for words when a client throws you a curveball. In all there are 27 scripts in this book that will show you how to handle any situation, conversation, and objection that might come your way. And each script has been tested, tweaked and perfected. How do I know this? Because I've used each and every one of them to close millions of dollars worth of real estate in my nearly 2 decade career. I've also taken the time to include things I've picked up over my career that will help take you beyond the scripts How to identify resistance and influence triggers so you can naturally use the right words and phrases that gets more clients saying YES to you. My practice techniques for memorizing and using these scripts to their full impact. You won't just be pulling words from your memory, you'll be speaking from the heart so you come across as genuine. The "tiny tweaks" that turn a regular script into something powerful. These seemingly little differences can have a huge impact in the way a prospect or client responds to what you say. The 9 Keys to more powerful conversations that go way beyond just the words you say to a client. I've mastered all 9 of these techniques and each one has made a huge difference in how I present myself to clients. The Book of YES is an action guide, not a book of theory. Think of it as YOUR PLAY BOOK for the key conversations you have with sellers and buyers. Along with the scripts you will find tactical notes on how to use the script, why it works, and when to modify the script for various situations. This book is not about intimidating your clients to agree with you, it's about inspiring them to say YES. And the more they do, the more abundance and success you will have in your life. The ultimate YES is saying YES to your goals, your dreams and your family so you can create the lifestyle that you want.

### Ninja Selling

John has never been a stranger to hard work. As a young man he started a hip-hop inspired fashion brand on the streets of Queens, New York, with a \$40 budget; today his brand, FUBU, has over \$6 billion in sales. The truth, he says, is that if you want to get and stay ahead, you need to put in the work. You need to outthink, out hustle, and outperform everyone around you. You've got to rise and grind every day. Here John shares the habits and mind-set that empower him, letting us in on how he makes the most of his 24/7. And he opens up about his recent cancer scare and how it fuels him to continue to challenge himself.

### The Book of Yes

The Million Dollar Handshake is about more than making money - it is also about helping you feel a million dollars. First impressions do count - and few have as much impact as your handshake. A handshake can let the other person know if we are

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nervous, over-excited, confident or interested in them, and it can tell us so much about that person too, once we learn the signs. A great handshake can lead to a positive outcome, help secure a deal and result in an ongoing relationship. We can make a good or bad impression within just seven seconds of meeting someone. This book shows you how to create a great first impression; offers advice on how to let the other person see that you are interested in them, that they can trust and depend on you; and delves into what you do and don't want your handshake to convey. The Million Dollar Handshake will teach you how to communicate better in all parts of your life, starting with those crucial first seven seconds. But the skills you'll learn won't stop there, because as you realise how your handshake reveals who you are, you'll be inspired to make the positive changes that will result in better first-time and ongoing communication with others. Includes access to exclusive online content featuring interactive training, worksheets and videos.

### The Miracle Morning for Real Estate Agents

Relates the story of a struggling real estate agent, who learns a new strategy, sharing his trials and triumphs.

### Sell it Like Serhant

In Exactly What To Say for Real Estate Agents, Phil M. Jones, Chris Smith, and Jimmy Mackin provide 30 Magic Words to help with the most common, critical, and difficult conversations real estate agents have today. If you are open-minded to a better way of selling, this book is for you.

### Big Money Energy

**NATIONAL BESTSELLER \*\* USA Today Bestseller \*\* Los Angeles Times Bestseller \*\* Wall Street Journal Bestseller** A lively and practical guide on how to sell anything and achieve long-term success in business Ryan Serhant was a shy, jobless hand model when he entered the real estate business in 2008 at a time the country was on the verge of economic collapse. Just nine years later, he has emerged as one of the top realtors in the world and an authority on the art of selling. Sell It Like Serhant is a smart, at times hilarious, and always essential playbook to build confidence, generate results, and sell just about anything. You'll find tips on: --The Seven Stages of Selling--How to Find Your Hook--Negotiating Like A BOSS--How to Be a Time Manager, Not a Time Stealer--And Much More! Through useful lessons, lively stories, and vivid examples, this book shows you how to employ Serhant's principles to increase profits and achieve success. Your measure of a good day will no longer depend on one deal or one client, wondering what comes next; the next deal is already happening. And Serhant's practical guidance will show you how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME. Whatever your business or expertise, Sell It Like Serhant will make anyone a master at sales. Ready, set, GO!

### Social Media Marketing

From the first female real estate broker on Million Dollar Listing LA, a no-bullshit

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guide to analyzing big egos, deflecting power plays, and taking control of any room. Behind Tracy Tutor's entertaining on-screen persona is an uncanny knack for projecting confidence in the most intimidating of circumstances. The breezy, tough-talking, utterly inimitable LA real estate broker has rivaled her male co-stars to land increasingly high-profile deals. Now Tracy is leveraging her years of experience to write the go-to manual for women who struggle to convince people they're in charge. The first step in Tracy's system for confidence is to figure out what people want and how they operate. From there, simply push the right levers of influence. Through candid, hilarious stories of her rise through the male-dominated world of high-end real estate (text message screen shots from creeps included), Tracy offers a crash course in the psychology of power dynamics and social signaling. You'll walk away knowing: - What five things you should always find out about someone before you're in a room with them - How to communicate confidence with any outfit, even if you're dressing on a budget - The different types of humor you can use to lighten up and empower yourself in any meeting This book is a must-read for any ambitious woman who wants to learn not only how to be in important rooms but how to run them.

### The Million Dollar Handshake

A lively and practical guide to selling anything 'Ryan is not only charming and hilarious, he could sell milk to a cow. This book is going to be very helpful and humorous to a lot of people looking to up their business game' Andy Cohen, host of Watch What Happens Live and New York Times bestselling author of Superficial Ryan Serhant was a shy, jobless hand model when he entered the real estate business in September 2008. Just nine years later, he has emerged as one of the top salespeople in the world and a co-star on Bravo's hit series Million Dollar Listing New York, as well as the star of Sell It Like Serhant. He has become an authority on the art of selling. Whether you are selling a property or a hot tub, golf balls or life insurance, Serhant shares the secrets behind how to close more deals than anyone else, expand your business, and keep clients coming back to you for more. Sell It Like Serhant is the blueprint for how to go from sales scrub to sales machine. Serhant provides useful lessons, lively stories, and examples that illustrate how anyone can employ his principles to increase profits and achieve success. Your measure of a good day will no longer depend on one deal or one client. A good salesperson never closes a deal and wonders, "What now?" The next deal is already happening. Serhant shares practical guidance on how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME. Sell It Like Serhant is a smart, at times hilarious, and always essential playbook to build confidence, generate results, and sell just about anything. You'll find tips on: \* The Seven Stages of Selling \* Getting FGD: How to Be a Time Manager, Not a Time Stealer \* Negotiating Like A BOSS \* "The One Who": Everyone Needs a Hook \* Pulling the Indecisive Client Forward \* And Much More! Whatever your business or expertise, Sell It Like Serhant will make anyone a master at sales. Ready, set, GO! 'Full of smart tricks and tips to make a seller out of you' PEOPLE.com 'Whether you're in real estate or an author, you have to know how to sell yourself and your work. Because if you don't, you can't eat. This book from one of America's hardest hustling salesmen is a crash course into becoming great at it' Ryan Holiday, bestselling author of The Obstacle Is the Way and Ego Is the Enemy

### How to Be a Financial Grownup

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Your successful career in real estate starts here! The first 365 days of working in real estate can be one of the most tumultuous times in your career - full of hard lessons, heart breaks and hard work. Just because you have a license, doesn't mean you have a business. But if you get the important stuff right, a great future is yours for the taking. This honest, eye-opening and completely practical insider's guide shows you how to get where you want to be - even if you're starting from nothing. Author and successful real estate agent Shelley Zavitz reveals in unprecedented detail: - what to expect the first year of your career - how to implement systems that will impact your business in the next 90 days - how to build a marketing plan in a digital world - how to work your contacts to start your referral pipeline - how mindset can make or break your business and what to do about it - why surrounding yourself with the right people is essential. Shelley shares her own story as a new real estate agent - including how she built a brand starting with a network of just four people in a totally new city. The book also comes complete with worksheets, hot lists and examples of great branding so that you can catapult your business into the fast lane right now. Your First 365 Days in Real Estate is the number-one resource for new agents in the industry - don't miss out on your potential as a realtor without it.

### Info We Trust

**NATIONAL BESTSELLER \*\* USA Today Bestseller \*\* Los Angeles Times Bestseller \*\* Wall Street Journal Bestseller** A lively and practical guide on how to sell anything and achieve long-term success in business Ryan Serhant was a shy, jobless hand model when he entered the real estate business in 2008 at a time the country was on the verge of economic collapse. Just nine years later, he has emerged as one of the top realtors in the world and an authority on the art of selling. Sell It Like Serhant is a smart, at times hilarious, and always essential playbook to build confidence, generate results, and sell just about anything. You'll find tips on: --The Seven Stages of Selling--How to Find Your Hook--Negotiating Like A BOSS--How to Be a Time Manager, Not a Time Stealer--And Much More! Through useful lessons, lively stories, and vivid examples, this book shows you how to employ Serhant's principles to increase profits and achieve success. Your measure of a good day will no longer depend on one deal or one client, wondering what comes next; the next deal is already happening. And Serhant's practical guidance will show you how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME. Whatever your business or expertise, Sell It Like Serhant will make anyone a master at sales. Ready, set, GO!

### Ziglar on Selling

How do we create new ways of looking at the world? Join award-winning data storyteller RJ Andrews as he pushes beyond the usual how-to, and takes you on an adventure into the rich art of informing. Creating Info We Trust is a craft that puts the world into forms that are strong and true. It begins with maps, diagrams, and charts — but must push further than dry defaults to be truly effective. How do we attract attention? How can we offer audiences valuable experiences worth their time? How can we help people access complexity? Dark and mysterious, but full of potential, data is the raw material from which new understanding can emerge. Become a hero of the information age as you learn how to dip into the chaos of data

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and emerge with new understanding that can entertain, improve, and inspire. Whether you call the craft data storytelling, data visualization, data journalism, dashboard design, or infographic creation — what matters is that you are courageously confronting the chaos of it all in order to improve how people see the world. *Info We Trust* is written for everyone who straddles the domains of data and people: data visualization professionals, analysts, and all who are enthusiastic for seeing the world in new ways. This book draws from the entirety of human experience, quantitative and poetic. It teaches advanced techniques, such as visual metaphor and data transformations, in order to create more human presentations of data. It also shows how we can learn from print advertising, engineering, museum curation, and mythology archetypes. This human-centered approach works with machines to design information for people. Advance your understanding beyond by learning from a broad tradition of putting things “in formation” to create new and wonderful ways of opening our eyes to the world. *Info We Trust* takes a thoroughly original point of attack on the art of informing. It builds on decades of best practices and adds the creative enthusiasm of a world-class data storyteller. *Info We Trust* is lavishly illustrated with hundreds of original compositions designed to illuminate the craft, delight the reader, and inspire a generation of data storytellers.

## YOUR FIRST 365 DAYS IN REAL ESTATE

"Let me think it over." Early in his sales career, world-renowned sales expert Brian Tracy couldn't find a way to overcome that simple five-word objection and close the sale. Then he discovered a technique that worked. Business boomed. Tracy broke every sales record in his company and increased his income twenty-fold. Since that breakthrough many years ago, Tracy has meticulously studied and collected the best of the best in sales-closing techniques. Now, in *The Art of Closing the Sale*, he shares this wealth of knowledge that has already helped more than one million people maximize their sales results. No matter how eloquent or passionate a salesperson you may be, no matter how friendly your smile or likable your personality, if you can't close the sale, your efforts yield nothing. *The Art of Closing the Sale* teaches the learnable skills that anyone can use to transform the sales process into a consistent win. This book is an absolute must-read for every sales professional seeking to boost their career and create a future of success.

## Trust-Based Selling

"Over the years, I have seen them all, and Warren Greshes is one of the very best. In his wonderful new book, Warren distills a lifetime of sales training into sixteen actionable tools, which, if you use them, will guarantee that you too reach your goals." -Mark Terry, President, Harman Pro Group "A great read! Warren says it all in a way that's not only easy to understand, but even easier to implement. No need to ever read another book on this subject." -John Gamauf, President Consumer Replacement Tire Sales Bridgestone Firestone North American Tire, LLC "Put this book on your must-read list if you want to learn successful strategies for taking your distribution team to the next level. Through motivation and education, Warren Greshes has captivated our very best top managers and producers. He pushes them to succeed and to keep their goals out in front of them, all the while maintaining a clear message, infused with his sense of humor. Warren has helped pave our way to success." -Bernadette Mitchell, Vice President Retirement Benefits Group, AXA

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Equitable "Warren is truly an expert in the field of sales! His grassroots ideas are practical, designed for immediate implementation, and are sure to lead to top-notch results. This book is a must-read for those new to sales and those veteran salespeople who want to take their skills to the next level." -Raj Madan, corporate marketing executive, financial services industry

### The Art of Closing the Sale

WASHINGTON POST BESTSELLER A Financial Times Book of the Month Back to Human explains how a more socially connected workforce creates greater fulfillment, productivity, and engagement while preventing burnout and turnover. The next generation of leaders must create a workplace where teammates feel genuinely connected, engaged, and empowered -- without relying on technology. Based on Dan Schawbel's exclusive research studies -- featuring the perspectives of over 2,000 managers and employees across different age groups -- Back to Human reveals why virtual communication, though vital and useful, actually contributes to a stronger sense of isolation at work than ever before. How can we change this culture? Schawbel offers a self-assessment called the "Work Connectivity Index" that measures the strength of team relationships. He also shares exercises, examples, and activities that readers can work on individually or as a team, which will help them increase personal productivity, be more collaborative, and become more fulfilled at work. Back to Human ultimately helps you decide when and how to use technology to build better connections in your work life. It is a call to action to leaders across the world to make the workplace a better experience for all of us.

### The Fallen

The Sales Assassin is the last sales book you'll ever need to buy or read. Anthony Caliendo doesn't tell you what you want to hear - he tells you what you need to hear! Today's sales environment is more challenging than ever - buyers are getting pitched in old traditional ways, and are being assaulted with new marketing strategies! Your sales success depends on your willingness to learn and change direction; you must be willing to invest in your success and learn new skills, knowledge and methods that will differentiate you from your competition! Anthony Caliendo is The Ultimate Sales Assassin and he can teach you to Master Your Black Belt in Sales. His 9 belts to become a Sales Assassin Master deliver proven, results-driven techniques that provide consistent high-performance selling. Prepare yourself for a new path to positive-thinking, self-discipline and controlling your sales destiny as a Sales Assassin Master!

### The Best Damn Sales Book Ever

You don't need a marketing degree or intensive training to build an attention-grabbing brand; you just need this book - and 30 days. Simon Middleton shows you how to create, manage and communicate your brand profoundly and effectively, in just 30 days, by following 30 clear exercises. How you work through the book is up to you, the result will be the same: an authentic, compelling, and highly distinctive brand that will attract and engage customers and fans. You will learn how to: Establish your brand values and positioning Get the all-important name right Bring your brand to life

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Turn your customers into your advocates Manage your PR and use your marketing budget wisely Inspire your staff to live the brand too Deal with problems when something goes wrong Branding isn't about funky logos and expensive advertising. Your brand is what your company means to the world. Getting that meaning right is the most important thing you can do in business. 'Passionate and persuasive, Simon Middleton has a natural instinct for uncovering the Wow! factor in every brand.' Dawn Gibbins MBE, Veuve Clicquot Business Woman of the Year and Star of Channel 4's The Secret Millionaire

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