

**HOW I LEARNED
THE
SECRETS OF SUCCESS
IN
SELLING**

7807

FRANK BETTGER

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. 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.

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