

BOOKS WORTH READING



Think And Sell Like A CEO

(NAPSA)—America's progressive, forward thinking business executives who want to grow their business or increase sales at their company are getting some strategic advice from the best-selling author of *Selling to VITO: The Very Important Top Officer*. Moreover, the advice comes from a very unlikely source: the CEOs of America's biggest companies who play by the rules.

In his new book *Think and Sell Like a CEO* (Entrepreneur Press, \$24.95), Anthony Parinello tells readers how the pros achieve sales success.

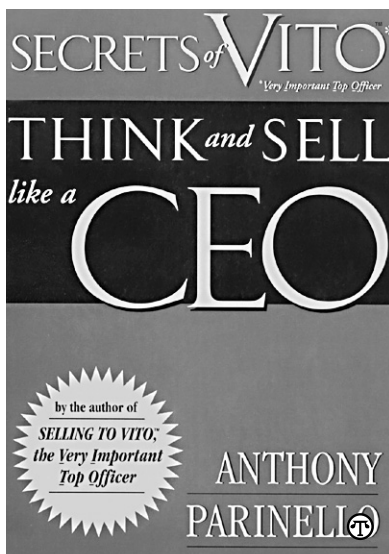
Parinello has quite a following: over one million salespeople have been personally taught and coached by him. Some 700,000 readers embrace his bestseller. Sixty-five percent of the Fortune 100 companies have adopted the author's sales process. In his newest masterpiece, Parinello ties it all together with the tactics and how-to's of selling and succeeding in the new, challenging economic landscape.

Think and Sell Like a CEO is based on the author's successful experiences as an award-winning salesman with Fortune 500 companies for 15 years. He also interviewed 100 maverick CEOs. To think, act and succeed like the person at the top of a leading company is an art few are directly exposed to. Parinello filters to readers some of their strategies.

"If you have an entrepreneurial spirit, the courage and willingness to take risks, and an eagerness to grow and learn," advises Parinello, "then you will have no problem thinking and selling like a CEO."

This book tells readers:

- How to communicate with people at high levels.
- Ways to handle various personal styles and business traits.



KEEP LEARNING and don't get bogged down in details are among the ten commandments of CEOs who sell well.

- 10 operating principles of CEOs.
- The art of negotiating like a CEO.
- Principles for sales leadership, time management and presentation skills.
- "Some of the most important skills a CEO, sales or business owner can have evolve around creating relationships between the seller and buyer," says Parinello. "Always know who your ideal prospects are. Avoid buck passing. Always retain the final say. Lastly, you need to make intelligent decisions quickly and independently."

Among the ten commandments of CEOs who sell well include: Surround yourself with allies who share ideas or solutions and keep learning.

Think and Sell Like a CEO is available at www.amazon.com and wherever books are sold.