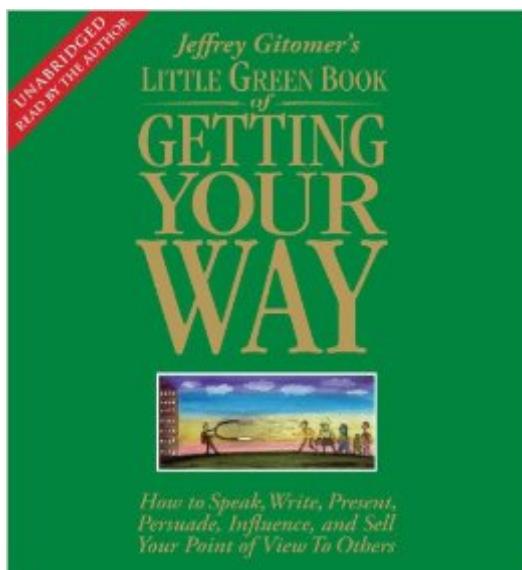


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# The Little Green Book Of Getting Your Way: How To Speak, Write, Present, Persuade, Influence, And Sell Your Point Of View To Others (Jeffrey Gitomer's Little Books)



## **Synopsis**

From the bestselling author of The Little Red Book of Selling... Jeffrey Gitomer's Little Green Book of Getting Your Way digs deep into the 9.5 elements that make persuasion, and getting your way, happen. By breaking down the elements, you will begin to understand, take action, become proficient, and then master the ability to persuade. Because persuasion occurs in so many different areas of life and business, Gitomer leads you from mental readiness to the principles of getting your way and the power that persuasion offers. He challenges you to prepare before you present, to prepare before you try to persuade. He demonstrates how to change a presentation into a performance and shows how this can be done in any environment. Because persuasion most often takes place in business, Gitomer puts special emphasis on the ability to write and sell persuasively. The Little Green Book of Getting Your Way will teach you to harmonize, not manipulate. It will teach you the power of engagement and it will show you how to inject humor into the persuasive process. Jeffrey brings the Benjamin Franklin quote "If at first you don't succeed, try, try again" to the Gitomer level of "You only fail when you decide to quit," and ends by challenging you to think about excellence and eloquence. It will be up to you to take advantage of the opportunity and be the winner you have always wanted to be.

## **Book Information**

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## **Customer Reviews**

Years ago, I attended a reception in Washington (DC) honoring a British diplomat who was about to retire. At one point, I engaged in conversation with him and presumed to ask what was the single

most important lesson he had learned after 30+ years of public service. He replied, "Always let the other chap have it your way." How simple! Only later did I realize that he was describing what Oliver Wendell Holmes once characterized as "the other side of complexity." And I think this is what Jeffrey Gitomer has in mind in this volume when suggesting how to speak, write, present, persuade, influence, and sell your point of view to others. That is an accurate subtitle because it correctly indicates precisely what this "little book" is all about. Others have their own reasons for their praise of this book. Here are three of mine. First, I appreciate the visual format within which Gitomer presents his material. Key points are brilliantly displayed with a variety of colors, font sizes, use of bold and italic faces, and page location. Also, I appreciate the strategic insertion of dozens of quotations and insights, each of which is directly relevant to the given context. Here are three of my personal favorites: "You can make more friends in two months by becoming interested in other people, than you can in two years by trying to get other people interested in you." - Dale Carnegie "Being a person of influence means that you have reputation, character, credibility, and stature enough that people will take your message seriously. [They] come from your track record and your success record combined with your perceived expertise.

This is the second book I've bought from Gitomer, and much like the last one (Black book of connections) it is a very self-centered read. Dale Carnegie's stories from 80 years ago are more relevant than Gitomer's own personal experiences, nevermind the countless quotes of his own words in 300pt. type. Like another reviewer said, there is a lot of fluff and hardly any substance. This really should be split into two books - since half of it is devoted to giving speeches and barely applies to selling in any way. The "presenting" aspect of giving a speech might have some merit, except that most selling is done on such a smaller scale and Gitomer paints such broad strokes he would be better off not saying anything at all. I wanted a book that helped with persuasion in a sales setting -- this is not that book. Its more about motivating yourself than persuading others. The reason I gave it two stars instead of one is because some of the takeaways in Chapter 4 and Chapter 7 are helpful and worth revisiting from time to time. This accounts for maybe 5-10% of the book. The rest of the pages it seems like Gitomer is vomiting repetitious words just to fill up the space in a "200 page" book. One of the things he preaches about is not to say "we" or "our" when presenting, yet his whole book is saying "be like me". What guys like this need to realize is that not everyone is just like him. If everyone actually did what he said in this book, Barnes and Noble would have 500,000 books just like this one on their shelf. Not everyone wants to write books. Not everyone wants to give speeches for people who will never buy their niche product. Some people just want a book that

will help them sell!

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