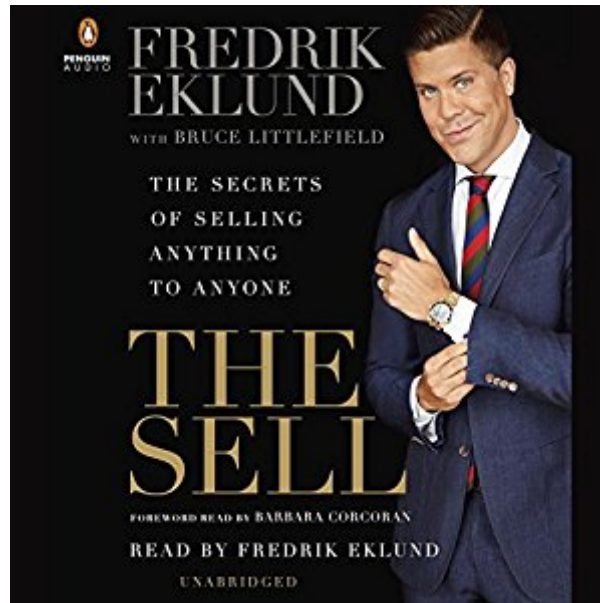


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# The Sell: The Secrets Of Selling Anything To Anyone



## Synopsis

The nation's number-one real estate broker and star of Bravo's Million Dollar Listing New York shares his secrets for superstar success and getting what you want out of life - no matter who you are or what you do. Ten years ago Fredrik Eklund moved to New York City from his native Sweden with nothing but a pair of worn-out sneakers and a dream: to make it big in the city that never sleeps. Since then he's become the top seller in the most competitive real estate market on the planet, brokering multimillion-dollar deals for celebrities, selling out properties all over the city, and charming audiences around the world as one of the stars of the hit Bravo series Million Dollar Listing New York. Now, for the first time, Fredrik shares his secrets so anyone can find success doing what they love. According to Fredrik, even if you don't consider yourself a salesperson, you've been in sales your whole life because every day you are selling your most important asset: yourself. Whenever you influence, persuade, or convince someone to give you something in exchange for what you've got - whether it's a luxury home, a great idea at work, or your profile on Match.com - you are selling. And if you know how to sell the right way, you can live your dream. That is what The Sell is all about. Blending personal stories, hilarious anecdotes, and the expertise he's gained from his meteoric rise, Fredrik has written the modern guide on becoming successful, an audiobook that tells you how to recognize and cultivate your true talents and make the ultimate sell. From the importance of being your most authentic self to looking like a million bucks even if you don't have a million bucks (yet!), he shows how intangible factors like personality and charm can get you noticed and make you shine. He also shares his tips and tricks for preparing, persuading, and negotiating so that in any of life's dealings, you'll come out a winner.

## Book Information

Audible Audio Edition

Listening Length: 8 hours and 23 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Penguin Audio

Audible.com Release Date: April 14, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B00UGGI3ES

Best Sellers Rank: #28 in Books > Audible Audiobooks > Business & Investing > Marketing &

Sales #42 in Books > Business & Money > Marketing & Sales > Sales & Selling #199 in Books > Audible Audiobooks > Health, Mind & Body > Self-Help

## Customer Reviews

THE SELL is a fascinating book, which covers a wide range of issues for people in the sales industry--but actually, for just about anyone who wants to present their ideas better. Fredrik Eklund is a witty writer, and this makes the book a fun, easy read. It's part inspirational, part marketing, part dress for success, and part social networking. The content of THE SELL is so broad, that it's tough to focus on just one part; however, there is a particular chapter in this book that is well worth the price of admission. That is chapter 6, entitled, "Make 'em smile." The purpose of this chapter is to convince the reader to "cultivate your charm and sense of humor." This chapter homes in on a particular area for weakness for many people--charm, and a good sense of humor. The author points out that you only have a very brief time to make a good impression--likely a lifelong impression. He explains that "You have 30 seconds to capture someone's attention." And so the author suggests cultivating humor and the art of being charming. Sometimes this means just flat out being silly. When Fredrik first met his future husband--an extremely tall man, in line ahead of him, the author touched him on the shoulder and asked him why he was so tall. Fredrik explained to the man, "I grew up on Swedish meatballs, which made me tall. What did you eat?" In order to cultivate a sense of charm, it helps to be a little self-deprecating. The author tells an outrageous story involving the author peeing on himself before an important meeting. As a result, he had to run out to his car with his suit coat draped around his waist, only to be ridiculed by his driver.

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