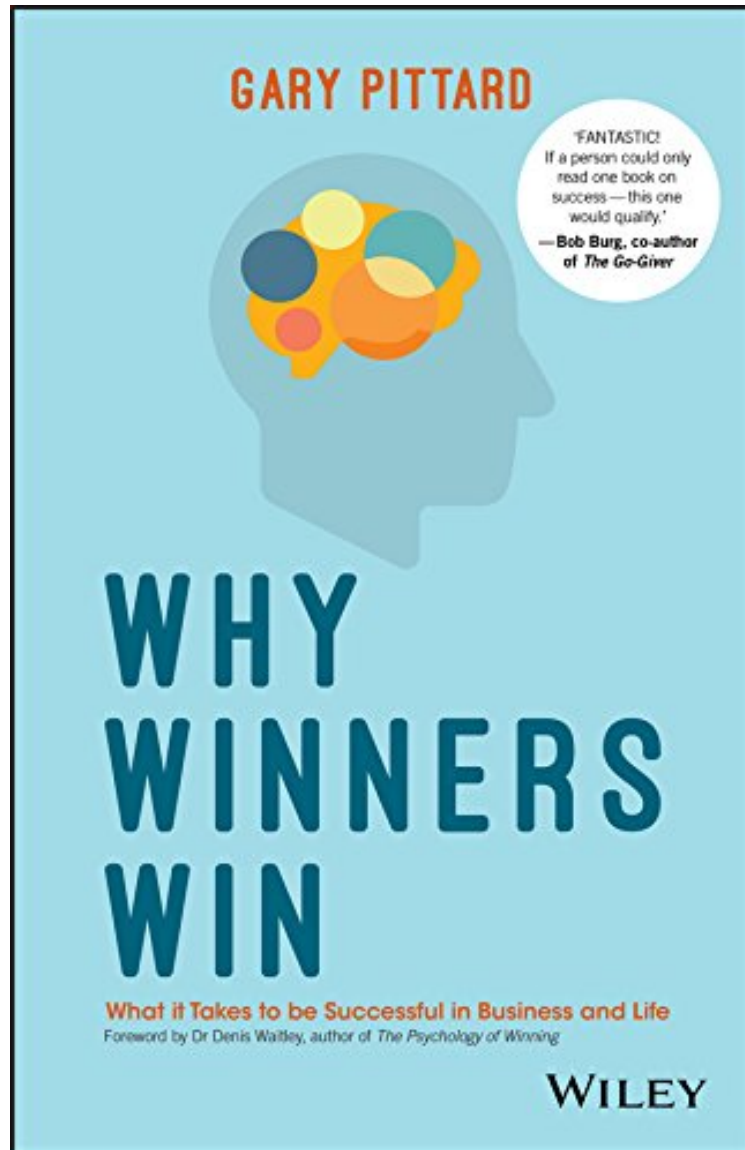


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Why Winners Win: What it Takes to be Successful in Business and Life

Gary Pittard

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Gary Pittard : Why Winners Win: What it Takes to be Successful in Business and Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised Why Winners Win: What it Takes to be Successful in Business and Life:

3 of 3 people found the following review helpful. Be advised, the book has a lot of real-estate sales wisdom. By Abe VigodaPROS:- The author is the managing director of a real estate training and development organization. He has 30+

years experience working with the best sales and leadership minds in the world, and is a technology leader in real estate training.- The book is full of useful, knowledgeable quotes from other great motivational books. CONS:- I wrongly chose this book because of its title. I was expecting a book full of sound business advice but found it only half full of what I was looking for. Remember... Do not pick a book by its cover.- This book reminded me of the great film: *Glengarry Glenn Ross*. Reads like a cheesy motivational sales-seminar. Some excerpts: "I wonder how many real estate salespeople actually appreciate the golden opportunity their careers offer them. When you landed this career, you won the lottery. Do you need reminding how good you have it? Selling Dreams: So many people dream of owning property. It is a talking point at many parties and in the media. I would go as far to say that real estate is more talked about now than the weather." "Look at all the things you have to be grateful for, and cultivate an attitude of gratitude: When you wake up in the morning, notice your lungs are filled with air, which means you are alive. You live in a nice house. You drive a nice car. Look at your partner and think how much better your life is because they're in it." "My mother's thinking was that public service offered security. That was 1970. But how secure are public service positions today?" ***Uhhmm, public service jobs, which of course, are Union jobs are STILL very secure today.*** 1 of 1 people found the following review helpful. Some Winning Ideas for Success By L. M. Keefer This should be a 5-star book for most real estate agents. The success principles are transferable to other occupations. Author Gary Pittard describes the lessons he has learned from others and developed from his own experience to be successful in real estate sales, management and training in Australia. Pittard says a four step process leads to success: * Attitude * Knowledge * Skill * Competent Action This book is divided into three parts. Part I: Look inward: sources of failure and success. Part II: The success journey and Part III: Winning for life In Part I, Pittard explains why consistent results are not achieved and describes winning qualities. In Part II, he suggests actions around attitude, knowledge, skill and competent action which have worked for him and others. And in Part III, he defines prosperity in life as he sees it, and says winners are doers. He suggests developing habits and taking specific actions every day. Some ideas I liked from this book: * read Tom Hopkins 62 Closing Strategies if you are in sales * write promises in your diary and keep them * take massive action to achieve massive results * set hard goals - heartfelt, animated, required and difficult * write affirmations 15 times a day * prospect or perish - speak to 40 people each day and 200 a week if you're in sales * focus on doing the right actions for just one day * keep a time log for 30 days * have a Go Zone every working day - it might be one hour where you do the activity in a focused way that produces results I was intrigued by the affirmations 15 times a day, but if you consider that you might easily think 15 negative thoughts a day regarding your work, this counteracts the negativity. I like this book because some self help authors write inspiring books, but haven't applied the principles in a business for 30 years as Pittard has. Pittard has a track record to show how these results have worked for him. He writes with authority. This book motivated me to get more focused about my goals, targets and plans. 0 of 0 people found the following review helpful. The book is full of basic concepts like "always late By Jeremy Haggard From the mind of a salesman. This is a decent book, but you can tell it's written by someone that is sales oriented. The book is full of basic concepts like "always late?, leave 30 minutes earlier", "arrive early? Door knock to make sales until it's time for your appointment.", Close the sale, know your clients, etc I know that doesn't sound like a lot but in the first part of the book it's full of salesman style techniques. But don't let that discourage you, we can all learn a lot because we all sell ourselves professionally and that is the concept of the book. About half way through it switches to more practical advice but still has a side of sales to it. The book is no-nonsense, it doesn't use extra words to increase the page count and the ideas change quickly after giving you enough info to take action. As an example if you flip through the book there's a new headline about every other page, or page and a half where the idea shifts to keep you moving, to keep you reading. It's a good book, I like the fast pace approach. While this isn't a lot of "new" concepts that you can't get from a number of other books it is assembled in a way that flows really great. I would recommend this book.

Your journey to success starts here *Why Winners Win* identifies the crucial elements of business success and provides step-by-step guidance on getting there. Author Gary Pittard shows you why consistent results are the key contributing factor to lasting success, and helps you identify your personal barriers. Whether you lack the ability to set goals or a plan, motivation or focus, this book will show you how to adjust your course and direct you to the top. Based on the Success Journey model, the discussion focuses on attitude, knowledge, skill and competent action to give you a solid framework to boost your potential and achieve prosperity. You'll learn the essential qualities of a winner, and how to demonstrate these qualities every day in every interaction. Case studies demonstrating success and failure provide you with clear examples of the framework in action and illustrate the cause-and-effect relationship behind everyday choices. Believe it or not, failing at something is a great way to become successful. Experience teaches a lesson no advice could impart, and not being at the top just means there's more room to grow. This book equips you with a solid success plan, the skills you need to execute it and expert insight into your own unique path. Identify and overcome your personal barriers to achieve success Build and amplify winning qualities that that will keep you on course Learn a simple four-step model for achieving consistent results Discover the single most important difference between winners and losers The goal is prosperity ndash; whatever that may mean to you ndash; and attaining a level of freedom and security that allows you to give back and be generous with your money, time and knowledge. Success is a journey, but

Why Winners Win provides the roadmap you need to start the journey today.

From the Back Cover 'FANTASTIC! If a person could only read one book on success—this one would qualify.' — Bob Burg, co-author of *The Go-Giver YOUR JOURNEY TO SUCCESS STARTS HERE* Imagine your ideal version of success and prosperity. Now imagine having the freedom and security to give back and be generous with your time, money and knowledge. Why Winners Win equips you with a roadmap to get there, including the skills you need to make it happen. Author, business owner and sales expert Gary Pittard, knows what it takes to be successful. It's more than just making better choices every day, it's about identifying and overcoming the roadblocks that are holding you back. Discover the Success Journey model to unlock the factors and qualities that make you a winner and achieve consistent and lasting success. Learn how to: overcome personal barriers to success avoid the most common pitfalls and challenges build and amplify winning qualities create your own unique path to success. Why Winners Win is your step-by-step guide to becoming a successful person who is prosperous, enjoys their money and knows how to give back. About the Author GARY PITTARD is the managing director of Australia's leading real estate training and development organisation, Pittard. Gary has more than 30 years' experience working with the best sales and leadership minds in the world, and is a technology leader in real estate training.