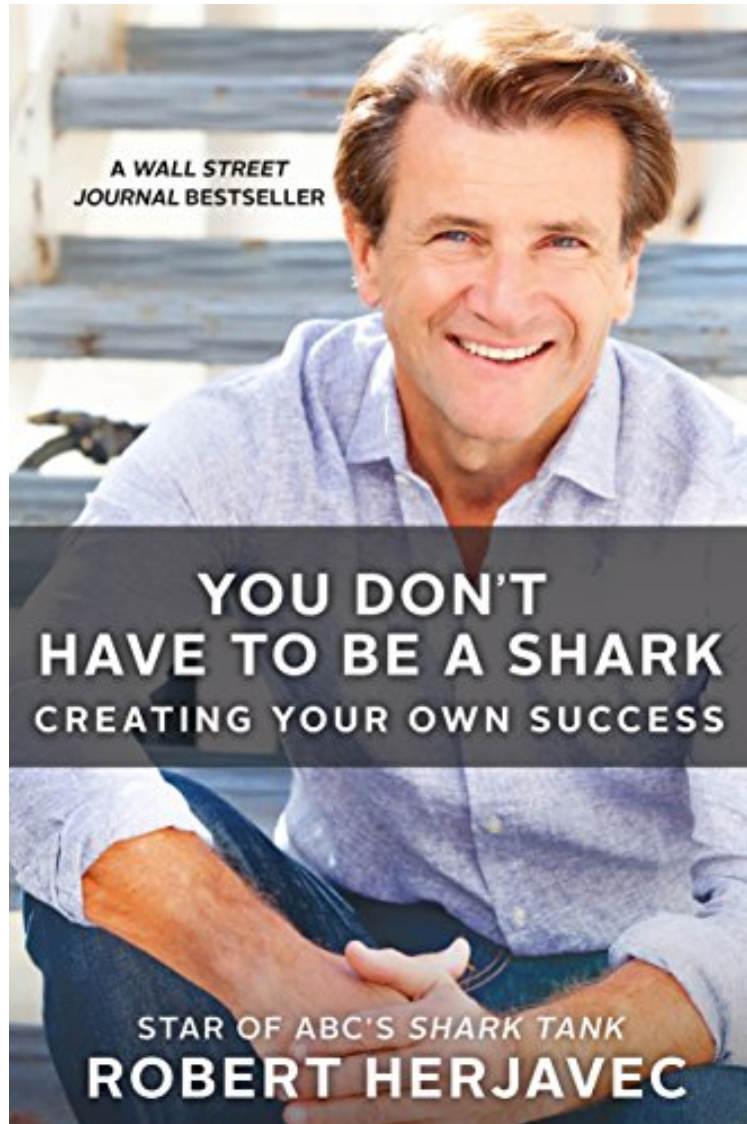


You Don't Have to Be a Shark: Creating Your Own Success

Robert Herjavec

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Robert Herjavec : You Don't Have to Be a Shark: Creating Your Own Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised You Don't Have to Be a Shark: Creating Your Own Success:

1 of 1 people found the following review helpful. Success in Life Depends on SellingBy Evan P DustRobert Herjavec has created an entertaining and informative guide for ethical and successful business conduct with applicability to all aspects of life. Robert successfully posits that all of us, regardless of employment, will only be successful when we can successfully engage others -- "selling" our message or personality to them. While those in the field of sales will

certainly benefit by reading and taking Robert's lessons to heart, all of us can benefit from considering this well written book. 1 of 1 people found the following review helpful. This book is so moving, I couldn't put it down. By Leslie L. Robert Herjavec is remarkable, his knowledge and understanding of people and success is amazing. His gentle way of connecting to the very core of each person, is just who he is. A gentleman who listens with enthusiasm, proves to be, like him... remarkable.... I know I have him way up on a pedestal... and well deserved. Robert, if I could rate this book with more than 4 stars, I would. Rock on, I'm on board. 0 of 0 people found the following review helpful. We are all in sales. By Big Poppi13 We are all in sales including the schoolteacher, the CEO, the security guard, the bus driver and lawyers. Herjavec drives home this point very effectively in an easy reading style. Having worked in sales for a long time much of what Robert said rang true. What stuck with me was the concept of using Zen in the sales process by focusing on the customer/client with the purpose of finding an outcome that serves both parties. I believe this book will help the reader to see sales in a different light in a positive light.

From bestselling author and Shark Tank star Robert Herjavec comes a business book in which he transcends the business world, helping us all learn the art of persuasion in order to get ahead in our personal and professional lives. A Wall Street Journal Bestseller! Many people assume that effective sales ability demands a unique personality and an aggressive attitude. It's not true, and Robert Herjavec is proof. Known as the "Nice Shark" on the ABC's Emmy Award-winning hit show SHARK TANK, Robert Herjavec is loved by viewers, who respond to his affable nature. He has developed an honest and genuine approach to life and selling that has set him apart from his cut-throat colleagues, and rewarded him with a degree of wealth measured in hundreds of millions of dollars. In *You Don't Have to Be a Shark*, Robert transcends pure sales technique and teaches "non-business people" what they need to know in order to sell themselves successfully. We are each our own greatest asset, and in order to achieve our goals, we need to be able to communicate with others, position ourselves and even look the part. Robert's philosophy is simple: Great salespeople are made, not born, and no one achieves success in life without knowing how to sell. Entertaining, enlightening and effective, *You Don't Have to Be a Shark* will reveal the secrets of one of North America's most successful businessmen, who also happens to be one of today's most prominent TV personalities, delivered in a friendly, down-to-earth manner, and filled with anecdotes and observations to support its hard-nosed advice.

"Robert Herjavec's journey proves that with hard work, perseverance and the ability to sell yourself, anyone can create their own success." Daymond John "You Don't Have To Be A Shark is packed with stellar advice from page 1 onwards! It's a must-read for both budding and saavy entrepreneurs alike." Barbara Corcoran "Sales skills aren't just for business and this book will show you how to sell yourself in all the ways that matter!" Carson Kressley "When you operate as a team you always have to find ways to create your own success. In *You Don't Have To Be A Shark*, Robert reveals tips to help you win in the moments when sales matter most." Richard Griffin "Since the day I met him, Robert has been sharing his insight and business advice with me. This book focuses on many of the lectures I mean conversations we've had." Noah Galloway "Our whole business is built on the art of persuasion and presentation, and Robert Herjavec just gets it. This book is an insightful read that reminds you in business what essential questions you must ask yourself." Jonathan Scott About the Author ROBERT HERJAVEC is the author of the books *Driven* and *The Will to Win*, both of which were simultaneous bestsellers on the Globe Mail list, and enjoyed rave reviews for the quality of their advice and the appeal of their writing style. In addition to his regular spot on Shark Tank, Robert Herjavec is a popular guest on local and network TV news and entertainment shows, where he comments on business-related topics. ROBERT HERJAVEC is the author of the books *Driven* and *The Will to Win*, both of which were simultaneous bestsellers on the Globe Mail list, and enjoyed rave reviews for the quality of their advice and the appeal of their writing style. In addition to his regular spot on Shark Tank, Robert Herjavec is a popular guest on local and network TV news and entertainment shows, where he comments on business-related topics.