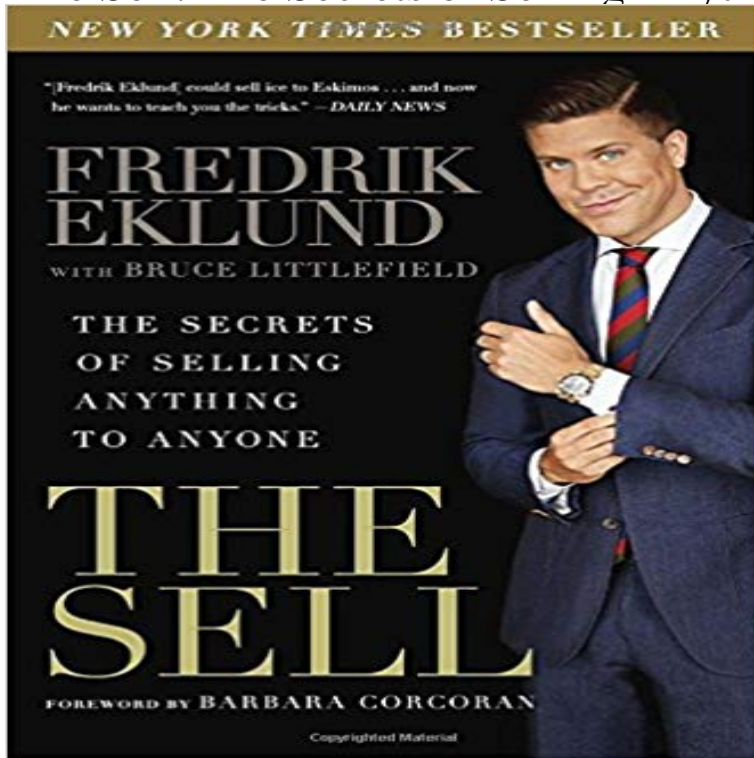


The Sell: The Secrets of Selling Anything to Anyone



The nations #1 real estate broker and charismatic costar of Bravos Million Dollar Listing New York shares his secrets on how to be successful. In the ten years since moving from Sweden to New York City, with no experience in real estate and no contacts, Fredrik Eklund has transformed himself into the best seller in the most competitive real estate market on the planet. In *The Sell*, Eklund leverages his years of experience to create the go-to manual for self-promotion and sales. At the core of the book are chapters tied to Eklunds 10-step program for selling anything to everyone, and he shares his secrets on everything from personal authenticity and looking your very best to crafting the perfect sales pitch, negotiating with savvy, and closing deals promptly and efficiently ... lest they slip away. Whether youre just starting a job as a sales rep at Verizon, navigating your career as an executive or entrepreneur, or hitting your stride closing big transactions as a banker at Goldman Sachs, *The Sell* will show you how to improve your game and radically increase the money youre bringing home. *The Sell* is a vital resource for anyone who wants to have an impact in his or her personal and professional life, with a razor-sharp focus on selling: selling yourself for your brand no matter your background.

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The Sell: The Secrets of Selling Anything to Anyone: Fredrik Eklund, Bruce Littlefield, Barbara Corcoran: 9781592409525: Books - .8 quotes from *The Sell: The Secrets of Selling Anything to Anyone*: Other people can smell nervousness and insecurities like a shark smells blood. These Fredrik Eklund is a young Swede living the American Dream. Having arrived from Europe just over 10 years ago with nothing but a worn out
The Sell has 1404 ratings and 134 reviews. Donna said: *THE SELL* by Fredrik Eklund, co-written by Bruce Littlefield, promises that it can teach you to se
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