



The Mackay MBA of Selling in the Real World

Harvey Mackay

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Harvey Mackay is a legend-and now he's back with the sum total of decades of sales know-how, teaching go-getters how to make the sale and hit the numbers, day in and day out. His advice is rooted in road-tested, real-world experiences and include new tips on the Web, LinkedIn and Facebook. As a lifelong student of the sales game, Mackay has spent decades collecting secrets, wisdom, and anecdotes. He features his Mackay Morals-life lessons such as: -Big shots are just little shots who kept shooting. -Helping someone up won't pull you down-and could very easily pull them to your side. -Be like the turtle: If he didn't stick his neck out, he wouldn't get anywhere at all. There is no one better to show you how to be a high-energy, determined, creative sales dynamo than Harvey Mackay.

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