



## Christian Success Principles: For the Sales Professional

By Thomas E. Briggs

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One-Hundred and One Tips for Maximum Achievement Are you ready to go onto even greater achievement in your professional and personal life? Tommy Briggs has distilled into one book the lessons of a lifetime in professional sales. Half way through his career, he launched this intensive inquiry into the elements of success and achievement. Within six months, Tommy had already doubled his income by applying this developing master-plan for continuous self-improvement. Yet there's so much more than the prospect of financial success to be found in these pages. Christian Success Principles acquaints you with seven, time-tested and proven sales principles, along with many sage "tips" for implementing each principle. Find out how: . Your attitude can mean the difference between success and failure . The goal-setting process can chart your course to maximum sales achievement . A continuous self-improvement program will open the door to your future . Your self-discipline can become your painful path to lasting pleasure . Proper respect for your prospect can produce their respect in return . The sales presentation and closing can propel you and your prospect forward . Honing your leadership skills can multiply your creative output Discover that the "secrets" of modern success gurus actually appeared first in the pages of Scripture. You will find true success in looking behind the principles of this book to the Bible, then behind the Bible to Jesus Christ, the living Word of God. With these principles you can improve your sales skills while maintaining high standards of integrity, godliness and honesty. Success in your personal and professional life is simple though not always easy. To let that simplicity launch you toward maximum achievement, you are invited to draw from these pages as you would from a coach who is urging you on to success.

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