



Secrets of Successful Insurance Sales

By Jack Kinder, Garry Kinder

Executive Books. Paperback / softback. Book Condition: new. BRAND NEW, Secrets of Successful Insurance Sales, Jack Kinder, Garry Kinder, This book grew out of the discovery, in 1986, of an unpublished manuscript by Napoleon Hill, author of Think and Grow Rich. Hill had organized the text as a series of seventeen lessons, apparently to be taught in a seminar context, each lesson based on one of the Seventeen Principles of Success that he and W. Clement Stone developed when they worked together on Seminars and books, including the self-help classic Success Through a Positive Mental Attitude. The Kinder Brothers, two outstanding life-insurance salespersons have written this book using some of the Hill material. They share what they call a "value-added" approach to selling and refer to the buyer-oriented approach of "need selling rather than greed selling."

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