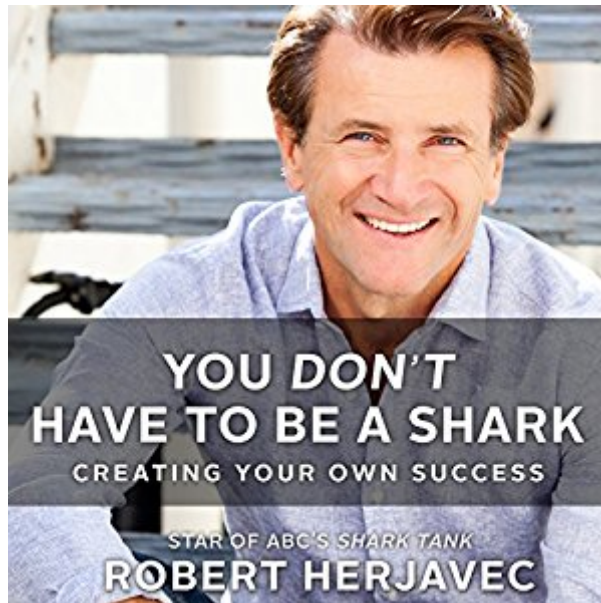


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# You Don't Have To Be A Shark: Creating Your Own Success



## Synopsis

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 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 cutthroat 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 "nonbusiness 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.

## Book Information

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## Customer Reviews

Before reading this I didn't think that I'd ever want to be called a salesperson, but it's clear to me now that sales is a NECESSARY life skill that I can't afford to do without. This book teaches you the subtleties in sales technique...which I've now learned are confidence, attitude, curiosity, discipline,

focus, honesty and lastly knowledge. Robert's experiences in various forms of selling contribute to his depth of knowledge on the subject matter. This was a quick, easy read and very information - highly recommended!

Easy reading, common sense, and wish I'd read it earlier in life. Offered a simple perspective on doing business. Offers recommendations for salesmanship that are valuable for life and for any position in business. One valuable lesson . . . work toward your passion . . . but it's okay to change course if it's not right for you. I was very pleased to read his perspective on absolute honesty and integrity in business. Hurray!

All too often, books by "celebrity" authors are little more than brazen attempts to play off their name recognition, with weak content that doesn't really carry the publication. This book is different. "Shark Tank" celebrity Robert Herjavec really has something to say and he delivers his message of value in a way that is pleasant and interesting. He talks about his life, including his fears and failures, in a way that is frank and disarming. He talks about "Shark Tank," about sales, about life in general and about success in particular. Herjavec and his collaborator, John Lawrence Reynolds, have done an excellent job of distilling a substantial amount of practical wisdom in a way that is easily digestible, with lots of entertaining stories about Herjavec's life and numerous insights that have developed from those experiences. Daniel K. Berman, Ph.D., author *The Newest Story of O: How to Legally Pay 0% Interest on the Money You Owe & Eliminate Your Debt in a Fraction of the Time* "Secrets to Making the Credit System Work in Your Favor"

I had the advantage of having an advance reading copy of this book. I love this book and believe that it is must reading for every serious executive. This book is strictly focused on sales. In fact, the author points out that "The most important thing you will ever sell is yourself." The book is broken down into easy to read chapters. This is a very practical book and Robert Herjavec shares real life experiences. However, I would rate the book more inspirational than practical. One of my favorite parts of the book was when the author listed the ten things you need to do when making a change in your life. I could easily see this becoming the next book that the author writes. The point of this book is to remind the readers of the fundamental truth for the success of any business, and that truth is great businesses learn how to sell. This is a fundamental truth that is often forgotten. Would be a good book to give to any sales person in the organization.

I was drawn to this book as Robert is arguably my favorite 'Shark'. I thought that his advice was both thoughtful and inspiring, while remaining firmly realistic. Success doesn't happen overnight, and it will require long hours and personal sacrifices to get there, if you want to get to his level. I also appreciated his writing style; I didn't feel like I was being lectured at any point, and sometimes I could imagine that he was just across the room sharing his story - that made his story feel real - and that's important if you want to have trust in what he has to say.

Robert Herjavec is by far my favorite shark in the tank. This is a good basic business book that contains common sense ways to be more successful, but I didn't think it revealed any great insights that gave me an Ah Ha moment. Rated 4 stars because it still has good recommendations if you have not read any other self improvement book.

5 stars for Mr. Herjavec's latest book. Don't be fooled by the title, it is really the story of a man's journey from a humble challenged beginning to becoming the self made man he is today. For someone of his wealth and stature he is not boastful, which is refreshing. His ideas on business are very relevant to today's demanding world, and give the reader, especially those of us working in the corporate world food for thought on business practices, the good, the bad and the downright ugly. This book also lets you see inside his world, not only the business "shark" side, but his human side as he brings you into the world of his family, his children and his new love. A great read not just for the Shark Tank fan, but for anyone who is a fan of the life and someone making a mountain out of a molehill.

This was a good book for a weekend read. It was informative and entertaining at the same time. Robert seems to be down to earth despite his successful career and gives some good tips on how to build your own.

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