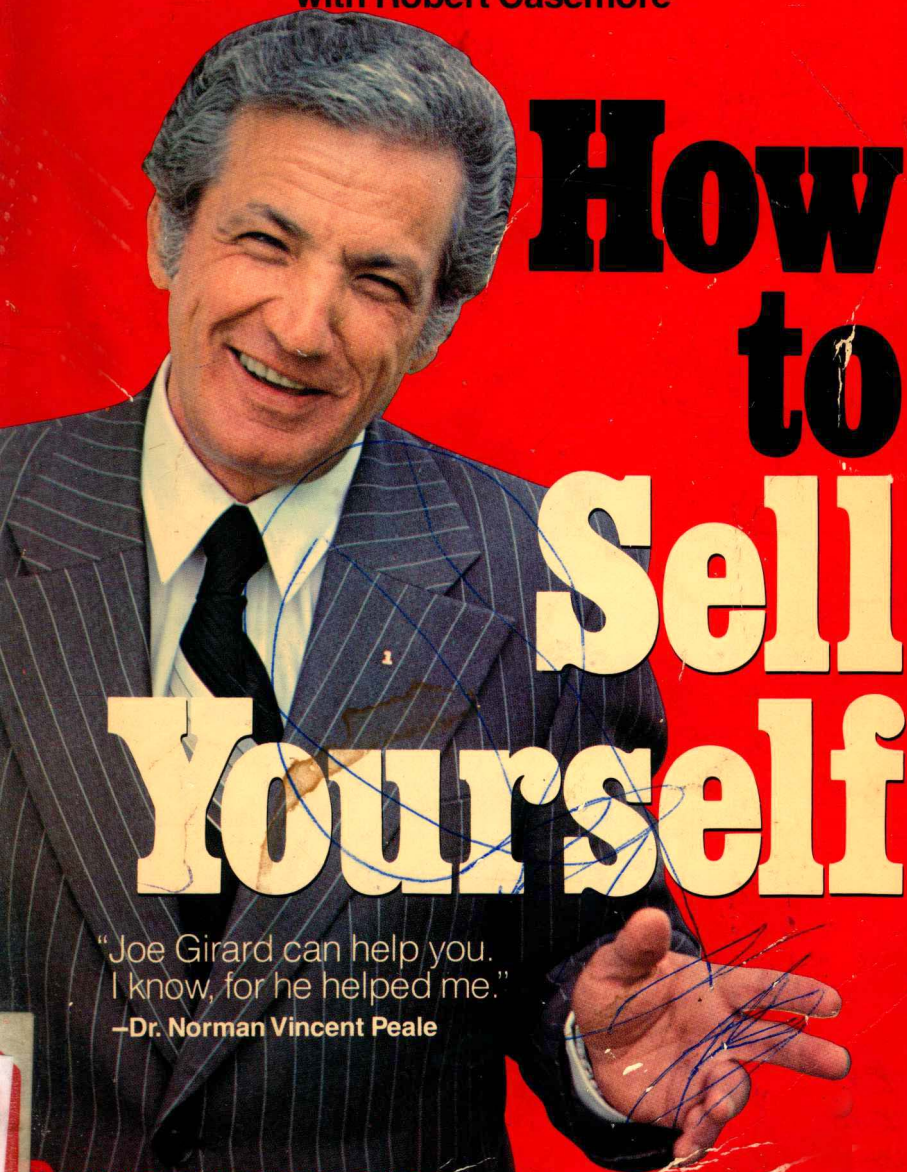


"The world's greatest salesman" *

Joe Girard

Author of *How to Sell Anything to Anybody*
with Robert Casemore



How to Sell Yourself

"Joe Girard can help you.
I know, for he helped me."

—Dr. Norman Vincent Peale

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*The Guinness Book of World Records

HOW TO SELL YOURSELF

BOOKS BY JOE GIRARD

HOW TO SELL YOURSELF

HOW TO SELL ANYTHING TO ANYBODY

HOW

Joe Girard

with Robert Casemore

TO SELL YOURSELF



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Warner Books Edition

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June, my pal, my wife, may this book inspire others to reach for success, as you inspired me.

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Introduction

A WELL-WRITTEN motivational book produced out of the experience of a successful person can be of inestimable help to any reader who really wants to do more with his life. Such a book has power—the power to communicate innovative ideas, the power to change attitudes and the power to stimulate the will to personal achievement.

America has produced more successful men and women than any other nation in history, and one reason for this phenomenon is that Americans read more motivational books than any other people anywhere. And this book, *How to Sell Yourself*, by Joe Girard, is one of the best books in this field. In my opinion, it will become a classic in the success literature of our time.

I once asked one of our outstanding book distributors, “What is the chief important factor in the value of a book?” His quick answer was, “The person who wrote it. Does he or she have something to say and the ability to say it well? But more important, is the author a living example of the ideas developed in the book?” On the basis of that standard, this is an outstand-

ing book, for the author, one of those rare dynamic, enthusiastic and highly competent men developed in the American free-enterprise system, is listed, not without cause, in the *Guinness Book of World Records* as the world's greatest salesman. The spirit, the skills and the personality that made him top salesman come through on every page of this book. In the book he shares openly and gladly the experience and learning that lifted him from the bottom—and a very low bottom, at that—to the supreme apex of the selling profession.

But it is more than skilled salesmanship that comes through to the reader. It is the presence of an alive and vital person who transmits dynamic energy. The joy of life itself springs from the pages of the book. And with it comes the impression that a friend is writing to you, a friend who believes that you can do what he has done. He tells you that you have within you a great potential for achievement. He believes in you because he learned out of great adversity to believe in himself.

Joe Girard is a sincere man. He writes only what he believes; indeed, only what he knows; for what he tells about has happened to him personally. He is convinced that similar great things can happen to you also. He is like a coach telling you what you can do and how to do it. Then he stands with you, helping you on the upward climb.

The central thrust of the book is that we must learn to sell ourselves. People will buy from a salesman because they are convinced that the salesman is a right person. The buyer likes him and trusts him. That being so, his product must likewise be right. Salesmanship actually is a process of persuasion in which an individual is induced to walk a road of agreement with the seller. And the chief element in the process of persuasion is a man or woman who is trustworthy, who wants to help, who desires to serve. This has made Joe Girard Number One Salesman of the World. It can help you too, in whatever your job may be, to move right up there to the top.

I like this book because I like Joe Girard. He is one of my

most inspiring friends. When I am with him in person I get remotivated. And as I read the manuscript of this book, I felt the same motivation to get out there and do a better job.

But I like this book also because it is packed full of positive thinking. It contains all kinds of workable ideas for self-improvement. It's an interesting, different, innovative book. It will make you like yourself more than you do. It will sell you to yourself. And only the person who has a humble yet realistic belief in himself ever makes something great of himself. Joe Girard can help you. I know, for he has helped me.

NORMAN VINCENT PEALE

CHAPTER ONE

Selling Yourself on You

MY NAME is Joe Girard.

I grew up in the motor capital of the United States, Detroit, Michigan, the city that put the whole world on wheels.

I suppose it was natural that I, like so many others from this dynamic city, would become a part of the automobile business. Not making cars, but selling them. As a matter of record I am the *World's Number-One New Car Salesman*.

In case you think I hung that tag on myself, let me set you straight. The title was given to me by the *Guinness Book of World Records*. I still hold it, and I'm still in the book. As of this writing, no one has successfully challenged me—no one has beaten my record of 1,425 new cars sold in one year alone. They were not fleet sales; all were individual units sold at retail, belly to belly.

What the *Guinness Book of World Records* doesn't mention

is that I really sell the World's Number-One Product—which is not an automobile at all: It's me, Joe Girard. I sell Joe Girard, I always have, I always will, and no one can sell *me* better than *myself*.

Now, let me bowl you over. The World's Number-One Product is also *you*, and no one can sell *you* better than *yourself*—when you know how. That's what this book is all about: how to sell *yourself*. Read it carefully, soak it in, commit parts of it to memory.

At the end of each chapter I'm going to tell you some things to do *now*, as you read along, each day—things that will make you the World's Number-One Salesperson of Yourself. Do those things and you'll be a winner. I guarantee it!

Sell *myself*, you ask? Certainly, because we are all salespeople from the time we can reason effectively to the end of our days. I once heard Father Clement Kern, of Most Holy Trinity Church, now retired, one of our city's most beloved Roman Catholic priests, say to this effect: Even *after* the end of our days we'll probably be doing our level best to sell St. Peter on ourselves.

We're All Salespeople

The kid who is trying to talk his mother into letting him stay up an extra hour to watch TV is selling.

The girl who hints to her boyfriend that she'd rather see a romantic movie than a hockey game is selling. And when he tries to talk her out of the idea and get her on the edge of the ice, *he's* selling.

The teenager who wants the old man's car for Saturday night is selling.

And the guy who steps up the voltage as he says good night at his girlfriend's door is selling.

Anybody who has ever asked the boss for a raise is selling.