



Who Says You Can't Sell Ice to Eskimos?: A Door-to-Door Salesman Who Made Millions Reveals the Timeless Secrets of Selling Anybody, Anything

James W. Murphy

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“Parachute me in anywhere in America and I’ll write at least one order that day,” says author Jim Murphy, which perfectly describes the exuberance and can-do attitude of this remarkable, old-school door-to-door encyclopedia salesman who made millions during his career. Do you have a doorknob close? Do you know what a three-dime bank is? Have you discovered the perfect way to overcome price objections? You will. After sitting down to four days of in-depth interviews, Murphy lays it all out, every trick he used, every tell he watched for to make a sale. This is no ivory-tower theorist but rather a witty, engaging, behind-the-scenes confessional from one of the nation’s best. No matter what you rep and no matter what you sell – stocks, insurance, cars, clothing, technology, travel, or lemonade on the street – you’ll be a lot better at it after an hour or two with Murphy. Great salespeople are made not born, Murphy reminds us – you just need to know a few of those unsaid things that they don’t teach you in school. Highly recommended.

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Owen Neri:

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