



The Street-Smart Salesman: How Growing Up Poor Helped Make Me Rich

Anthony Belli

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"The benefit to my own company's fortunes, having worked with Anthony, has been a steadily expanding client roster, a leg up on my competition, and the ability to comfortably walk through any door knowing that the prospect who sits in judgment of my service needs me at least as much as I need them."—Rob Katz, CEO, Medical Eyeglass Center

"My time with Anthony Belli played an immeasurably important role in my transformation from an engineer to hardcore, street-smart sales professional. Countless milestones later, I received [my company's] highest lifetime career achievement honor. Thank you, Anthony, for helping me write my own script in life."—Michael Burton, Principal Technical Consultant, St. Jude Medical Cardiac Rhythm Management

"Having myself grown up in an ethnic, blue-collar Boston community, the legitimacy of a 'street-smart' way of doing things intrigued me. Anthony creates in the customer's mind a perceived value beyond product features, benefits, and price while building a sustainable relationship that few other salespeople successfully accomplish . . . The lessons he teaches can, in many instances, be applied to any profession, whether in sales or not."—From the Foreword by Joe Mandato, DM, Fellow, Advanced Leadership Initiative, Harvard University

When you start out with nothing in life, each and every mistake, misplay, and missed opportunity can cost you dearly. But that lack of a safety net can hone your judgment and create precision radar for opportunity in a way that no cushy upbringing can. The Street-Smart Salesman shows how growing up poor teaches priceless lessons that can make you a fortune in sales and business. Strategies include:

- Channeling fear and stress into high-performance sales
- Creating irresistible value propositions: Blazing a trail from the head to the heart to the wallet
- Understanding that all prospects lie—and how to get to the truth



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