



Conquering the Seven Summits of Sales: From Everest to Every Business, Achieving Peak Performance

Susan Ershler, John Waechter

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Two experts who have summited the tallest mountains on each of the seven continents—and scaled the highest peaks in corporate sales—examine what it takes to achieve sales success, drawing on the techniques and determination it takes to climb the world’s highest peaks.

When Susan Ershler and John Waechter each made the grueling journey to the top of Mount Everest, they were motivated by the desire to join the elite group of climbers that had conquered the Seven Summits, the highest peaks on each of the seven continents. It was this same determination that made them star performers in corporate sales, one of the toughest jobs in global business. They both cherish the deep satisfaction that only comes from attaining a seemingly impossible goal through focus, determination, and persistence.

In this unique and inspiring guide, Susan and John draw on their experiences to inspire sales professionals to overcome their perceived limitations and reach new heights of success, illustrating how any sales professional can achieve peak performance. They show how to clearly define goals, “choose the right Sherpa” (build the right team), commit to a vision, “travel light” (manage your time), and “measure the mountain” (track your progress).

Interweaving concrete, tested methods for high achievement in sales, with stories of harrowing climbs and perseverance, *Conquering the Seven Summits of Sales* proves that anyone can experience the tremendous sense of closure and satisfaction that comes with overcoming perceived limitations and achieve something real and meaningful.



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