



# Winning the Battle for Sales: Lessons on Closing Every Deal from the World's Greatest Military Victories

*John Golden*

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*"I distinctly remember my first VP talking about 'campaigns' and 'targets.' Indeed, successful salespeople have made learning from military tactics an important aspect of their careers. In this engaging read chock-full of practical and richly illustrated examples, John Golden provides strategies that are sure to increase even the most seasoned sales pros' success rates. It's a completely new take on sales education with powerful lessons you'll use to win your own sales battles."* -- David Meerman Scott, bestselling author of **The New Rules of Marketing and PR**

*"There's no doubt salespeople will profit from the book's focus on besting one's opponent in a battleground much changed by the information explosion of the Internet."* -- William Dermody, World/Military Affairs Editor, USA Today

*"An innovative and very insightful perspective on what it really takes to win."* -- Dave Stein, CEO and founder, ES Research Group, Inc.

*"Great sales lessons presented in a really unique and interesting format . . . I recommend it for sales people starting out in the field as well as seasoned pros."* -- Chuck Lennon, President, TeamLogic

*"A good military strategist is, after all, a salesman, which leads me to believe that a good salesman would make a good military strategist. The author has done an excellent job of showing how those two different communities are in fact very similar."* -- Brigadier General Julie A. Bentz, PhDTM

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