

# 《金苹果》

## 图书基本信息

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作者：Kathy Aaronson

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## 内容概要

### 在线阅读本书

#### Book Description

When Kathy Aaronson was eight years old, she set up a small roadside stand next to her family's farm and began selling vegetables that weren't up to supermarket standards (too small or too misshaped). Her entrepreneurial drive was sparked by a need to connect with people, and in the process of learning to sell successfully she learned about how to find and provide value to any type of customer. In *The Golden Apple*, Aaronson uses the lessons learned at her produce stand and applied later in executive sales to illustrate nine lessons that can help readers turn their careers and lives around. Using humor and practical, step-by-step guidance, this book will teach readers how to: get the attention of busy, distracted client prospects; how to do business confidently and well with anybody – even rude, crude client prospects; how to use stories to successfully sell products, services or ideas, and how to develop business relationships that will protect their careers in any economy. With the *Golden Apple* as their guide, readers will be confident they have the tools to make success easier than failure, in business and in life.

Kathy Aaronson, originally from New Hampshire, is the founder and CEO of the executive recruitment and sales training firm, *The Sales Athlete, Inc.*, with offices in Los Angeles and New York City. A nationally recognized expert on executive sales, Kathy helps companies increase revenue and market share, and, for 30 years, assisting individuals in finding career happiness and wealth.

#### From the Inside Flap

Nationally recognized executive recruiter and sales trainer Kathy Aaronson has thrived in sales through three deep rolling recessions and the aftermath of 9/11. She has built a loyal following nationwide by sharing the secrets of finding career satisfaction and security despite changes in the economy, business practices, or workforce demands. In *The Golden Apple*, Aaronson takes readers back to the roadside vegetable stand where, driven by "kid courage," she first learned how to see value that others had ignored and how to communicate and provide that value to create customer satisfaction.

As an eight-year-old selling the oddly shaped, unevenly colored rejects from her family's farm—and drawing customers away from the produce aisles at the grocery store—Aaronson began to understand key principles of establishing positive connections with others and providing value in a way that others can appreciate. She built on those principles as one of the first women to succeed in national advertising sales for *Cosmopolitan*, *Working Woman*, and *W* magazines before turning her focus full time to *The Sales Athlete, Inc.* As a sales trainer and recruiter, she has been retained by more than a thousand companies, including the *Tribune Company*, *Time Warner*, and *Emmis Communications*.

*The Golden Apple* recounts the lessons Aaronson has learned from a lifetime of turning unrealized value into bankable, tangible results. Straightforward, entertaining, and easy to like, this value-packed rulebook is built around the nine essential lessons that drive success in literally every aspect of your life.

Whatever your level of accomplishment, *The Golden Apple* will give you the knowledge and encouragement you need to reach that elusive next level. Lively where other business books are dry, clear-cut where other business books are vague, it will show you how to achieve personal and professional success by detailing:

- \* A step-by-step approach for life and business that makes success easier than failure
- \* Tips on how to break through each and every time you hear "No" and build positive business relationships even with people who are initially rude, indifferent, or skeptical
- \* A road map for developing mentors and loyal client relationships that will bring you career satisfaction and

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security regardless of changes in the economy

\* Case studies, examples, checklists, and more for transforming the book's wisdom and examples into concrete action

The Golden Apple is about recognizing and presenting value—in yourself, in your career, and in the people you meet everywhere you go. Profound in its simplicity, it will help you reach inside yourself to rediscover your "kid courage" and give you the power you need to be more credible and confident in your career and life.

Book Dimension

length: (cm)21.8

width:(cm)15.3

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## 作者简介

KATHY AARONSON is the founder and CEO of the executive recruitment and sales training firm, The Sales Athlete, Inc., with offices in Los Angeles and New York City. A nationally recognized expert on executive sales, she has been consulting with major companies for three decades to increase revenue and market share and coaching individuals to find career happiness and wealth. Aaronson has won numerous awards and accolades, has been inducted into the National Association of Women Business Owners Millennium Hall of Fame (2000), and has also been featured in the PBS documentary, The People's Century. Visit [www.salesathlete.com/goldenapple](http://www.salesathlete.com/goldenapple)

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