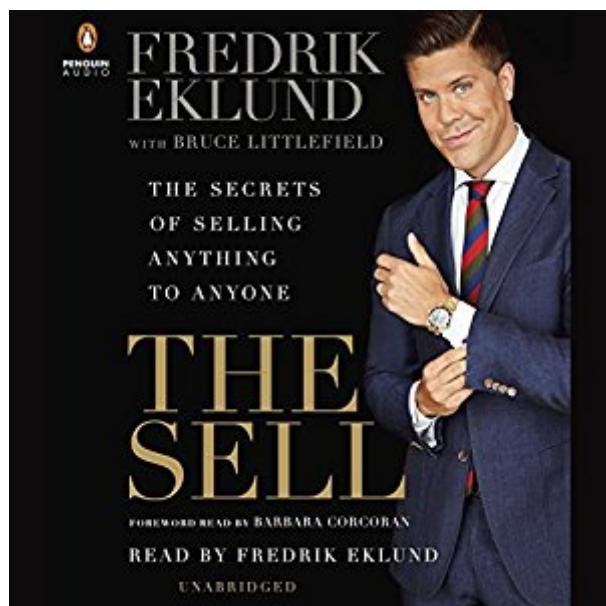


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# The Sell: The Secrets Of Selling Anything To Anyone



## Synopsis

The nation's number-one real estate broker and star of Bravo's Million Dollar Listing New York shares his secrets for superstar success and getting what you want out of life - no matter who you are or what you do. Ten years ago Fredrik Eklund moved to New York City from his native Sweden with nothing but a pair of worn-out sneakers and a dream: to make it big in the city that never sleeps. Since then he's become the top seller in the most competitive real estate market on the planet, brokering multimillion-dollar deals for celebrities, selling out properties all over the city, and charming audiences around the world as one of the stars of the hit Bravo series Million Dollar Listing New York. Now, for the first time, Fredrik shares his secrets so anyone can find success doing what they love. According to Fredrik, even if you don't consider yourself a salesperson, you've been in sales your whole life because every day you are selling your most important asset: yourself. Whenever you influence, persuade, or convince someone to give you something in exchange for what you've got - whether it's a luxury home, a great idea at work, or your profile on Match.com - you are selling. And if you know how to sell the right way, you can live your dream. That is what The Sell is all about. Blending personal stories, hilarious anecdotes, and the expertise he's gained from his meteoric rise, Fredrik has written the modern guide on becoming successful, an audiobook that tells you how to recognize and cultivate your true talents and make the ultimate sell. From the importance of being your most authentic self to looking like a million bucks even if you don't have a million bucks (yet!), he shows how intangible factors like personality and charm can get you noticed and make you shine. He also shares his tips and tricks for preparing, persuading, and negotiating so that in any of life's dealings, you'll come out a winner.

## Book Information

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## Customer Reviews

I don't watch his show, I don't do social media, and I did not know a thing about him until last morning when I saw him on Morning Joe (MSNBC) "selling" his book. Intrigued, I got it on Kindle and, even though my Thursday was busy, I just finished it (it's before 2 AM on Friday). Fun to read, nothing about it was heavy-going, and I found it practical for me, a person who is decidedly NOT a salesperson! I'm recommending it to my 21 years-old son. Good job, Mr. Eklund. Inspiring and practically useful for one and all. Cheers! - Niraj Pant

Wasn't what I expected, but someone recommended it to me so I can't say I wasted money on my own. I guess for this books target audience- I would say this is going to be up your alley. But for just a normal guy who's never heard of this dude before, I would say stay away. This is like a fan-dom book or something.

Fredrik's book is wonderful. Being a REALTOR is no walk in the park. I am a REALTOR on beautiful Lake Gaston on the border of VA and NC. Getting started in the real estate business is not easy. Being successful and staying successful is a challenge everyday. Congrats to Fredrik and his success.

Very well written. It's like Fredrik Eklund is speaking to me directly. He really does give you all his "secrets" to his success. Highly recommend if you are looking for encouragement or just getting though a personal/professional slump.

Surprisingly sound advice for anyone trying to succeed in sales or the business world. Eklund comes off as mature and a little less silly than on his hit TV show. Crisp writing and good tips on everything from your personal appearance to using social media. Anyone who has gone from porn star (no, you won't find out much about this part of his career) to a superstar realtor has something going for him, and Ekland provides a lot of details about his ride to the top.

Even if you're not in sales, I encourage you to read this book. Made me really think about how I'm living my life and what I could do differently to get to the next level and become more successful in

my business and personal life.

Book written in the typical self help style of if you do what I say you will make it. I read this because someone else asked me to and that person is a narcissistic jerk who also lies constantly so I guess the book just solidified that belief. I do feel the author is a great person and would love to meet them but only to say well done on giving yourself a better life through hard work. If you are looking for an easy to read motivating book -- this is that. If you have seen the author on tv ( I have not ) and like them there then you will probably love this read.

As far as delivery goes- book arrived in like-new condition and by the time it said it would. No complaints! Content-wise, so far so good! I ordered this book because I love watching Fredrik on Million Dollar Listing. I'm just starting out in the real estate/construction business so I thought this would be an entertaining and helpful read. I can hear Fredrik's voice speaking the words as I'm reading it. Lots of practical, straightforward advice all with a humorous, down-to-earth tone. Not all of it applies to me just yet- because I'm just not at that stage in my career. Nonetheless, I still found useful advice and sound wisdom in this book.

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