# Sun Tzu Strategies for Selling: How to Use The Art of War to Build Lifelong Customer Relationships: How to Use The Art of War to Build Lifelong Customer Relationships

*Gerald Michaelson, Steven Michaelson*

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**Winning sales tactics from the greatest strategist of all time**

Through his bestselling books and popular seminars, Gerald Michaelson has established himself as the world's leading interpreter of Sun Tzu's timeless strategies for the modern business audience. In *Sun Tzu Strategies for Selling*, the author of the bestselling *Sun Tzu: The Art of War for Managers* interprets the theorist's classic battle strategies specifically to help salespeople win on the increasingly competitive sales battlefield.

Packed with brilliant insights that will help anyone who sells prevail over any competitor, this new translation of *The Art of War* includes special notations underscoring the relevance of Sun Tzu's writings to sales strategy. It also transforms Sun Tzu's wisdom into contemporary sales advice, object lessons, and real-life "how-tos," such as:

- Get your strategy straight
- Win without fighting
- Have a unique selling proposition
- Know your competitor
- Aim for big wins
- Learn from lost sales

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