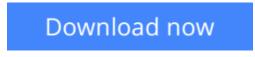


The Grass is Always Greener When You Water It

Tony Fadool



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In The Grass is Always Greener, Tony Fadool shares 15 "Tonyisms"--newfangled adages that apply to the world of sales. Coining phrases like "You can't bend over backward if you don't have a leg to stand on" and "A bird in the hand can show you two in the bush," Fadool delves into the principals of sales success, from integrity to referrals.

Filled with practical advice and personal anecdotes culled from Fadool's nearly 40 years in investment sales, The Grass is Always Greener When You Water It combines common sense with invaluable insight. Whether you are new to selling or a seasoned pro, you'll find the wit and wisdom to help grow your sales into greener pastures.

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