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prospect's by going  
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a broken sales process  
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instead of customer  
satisfaction (leads to  
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**Let's Get Real or  
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Let's Get Real or Let's  
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Mahan Khalsa, Randy  
Illig, Stephen R. Covey  
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About Let's Get Real or  
Let's Not Play. The new  
way to transform a  
sales culture with  
clarity, authenticity,  
and emotional  
intelligence. Too often,  
the sales process is all

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about fear. Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas. No one is happy.

## **Let's Get Real or Let's Not Play by Mahan Khalsa, Randy ...**

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2008. LET'S GET REAL  
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Mahan Khalsa.

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**Let's Get Real or  
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Summary by Mahan**

...

Zig Ziglar said years ago that, "You can get everything you want in life, if you help enough



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people get what they want." And that's what Let's Get Real or Let's Not Play is about. It's a book for people who want to escape the feeling of "selling", and embrace the notion of helping the client solve their problems; the problems that matter to them, in a way that resonates with their larger objectives.

**Let's Get Real or  
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your time as wisely as  
possible, not wasting  
your time or your  
prospect's by going  
through the motions of  
a broken sales process  
designed to maximize  
short-term profits  
instead of customer  
satisfaction (leads to  
long-term profits).

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**Demise of ...**

Let's Get Real Before  
Real Gets Us. There  
has long been a theory  
floating around that  
everyone should sit  
back and "enjoy the  
show," while also  
stating "patriots are in  
control." Are they?  
Absolutely not! Sitting  
back was the first  
mistake, and most  
people probably aren't  
enjoying any part of  
seeing their country  
being destroyed.

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| coreysdigs.com**

Let's Get Real, Inc. is a 501(c)3 non profit Recovery Community Organization. We connect people who seek treatment and support them in their journey to recovery. In addition to receiving grants from the MHARS Board of Lorain County, we rely on the generosity of our

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Let's get real: Disability is a framework that describes the essential attitudes, values, skills and knowledge needed by anyone working alongside disabled people and whānau, to assist in people attaining their

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**Editions of Let's Get**  
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**Real or Let's Not  
Play: Transforming**

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LET'S GET REAL may qualify as one of the worst book titles of all time, which is a shame because it's probably the best book on "consultative selling" ever written.

**Let's Get Real or  
Let's Not Play: The  
Demise of 20th ...**

In Let's Get Real or  
Let's Not Play, Mahan



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Khalsa presents a well thought out and carefully explained approach to ethical selling. The book teaches sellers how to help clients succeed, so that the buy/sell environment becomes a win/win situation, instead of an environment where one party wins and the other loses.

**Let's Get Real or  
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### **...Transforming The**

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One tweet sharing a letter written from a nine year old American girl was all it took for basketball player, Stephen Curry, and Under Armour to make the Curry 5 basketball shoes available for girls within two days.

## **Home | Let's Get Real**

Points from "Let's Get Real or Let's Not Play"

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Transforming The

Mahan Khalsa and

Randy Illig, authors of

Let's Get Real or Let's

Not Play: Transforming

the Buyer/Seller

Relationship (Portfolio:

2008), helping the

client reach their goals,

that is, putting the

client's success first.

## **Points from “Let’s Get Real or Let’s Not Play”**

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Khalsa (the founder for  
the Sales Performance  
Practice at  
FranklinCovey) and  
Randy Illig (Practice  
Leader and Consultant  
for FranklinCovey's  
Sales Performance  
Practice) is a book that  
teaches sales  
professionals how to be  
wildly successful  
through helping their  
clients become wildly  
successful, first.

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**Let's Get Real or  
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Actionable Books**

Lets get real has a reality about it and a discussion of a simple process that reenforces all the things you knew about selling. The book hits the right blend of anecdotal stories -- so you can see how it would apply to you and discussion of the process elements -- so you can figure out how to apply it yourself.

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Let's Get Real or Let's Not Play is also based on Stephen Covey's Seven Habits of Highly Effective People and is principle centered in its approach to building a high power business development practice.

**PofE 045: Book  
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Let's Get Real About  
Coronavirus Tests.  
There aren't enough.  
Many are shoddy. Most  
aren't even designed  
to tell us what we  
really want to know. By  
Michael T. Osterholm  
and Mark Olshaker.

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