



# Lead, Sell, or Get Out of the Way: The 7 Traits of Great Sellers

*Ron Karr*

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## Praise for LEAD, SELL, OR GET OUT OF THE WAY

"Karr's book, *Lead, Sell, or Get Out of the Way*, illustrates what we believe: that knowing your customers' needs is the single most important factor in building sales. Business starts with the sale. To make profitable sales, you need to understand your customer and create a timely value proposition. This book shows you how to do both."

—**LARRY KELLNER**, Chairman and CEO, Continental Airlines

"As CEO and Chairman of the Board of three publicly traded companies, I felt that Karr's strategies in *Lead, Sell, or Get Out of the Way* absolutely provided the powerful results he predicted. In one case, we completely eliminated a competitor who posed a strategic threat. I guess you can say they 'got out of the way.' Karr will show you what is required and how to be a top producer in your market. This book is a must-read."

—**JAMES T. TREACE**, President and Managing Member, J&A Group, LLC, former chairman of the board, Wright Medical, Inc., and Kyphon, Inc.

"Karr captures a lifetime of winning strategies and experiences and puts them in a practical context for sales leaders and sellers. This book challenges many of the older paradigms of selling and emphasizes the importance of keeping the focus on the customers and providing positive outcomes. In today's challenging market conditions, where the primary focus is on market share, this is a must-read."

—**BARRY S. GOLDSTEIN**, Senior Vice President, Global Sales Strategy & Operations, Starwood Hotels & Resorts Worldwide, Inc.

"Karr's book clearly identifies what it takes to be a highly effective sales leader. The principles in Karr's book are concise and illuminating. Follow his system and your sales organization will succeed in any market. An absolute must-read."

—**MIKE BEAUDRY**, Division President, United Natural Foods, Inc. (UNFI)

"Karr does it again! *Lead, Sell, or Get Out of the Way* gives you the ultimate approach to giving added value to customers and creating value for yourself ... The seven traits are what's needed in today's world, and this book is an outstanding guide to becoming proficient in all of them."

—**DAVID PRENG**, Preng & Associates, The Global Energy Search Leader

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