

BUSINESS BOOK REVIEW

Way of the Wolf Straight Line Selling: Master the Art of Persuasion, Influence, and Success

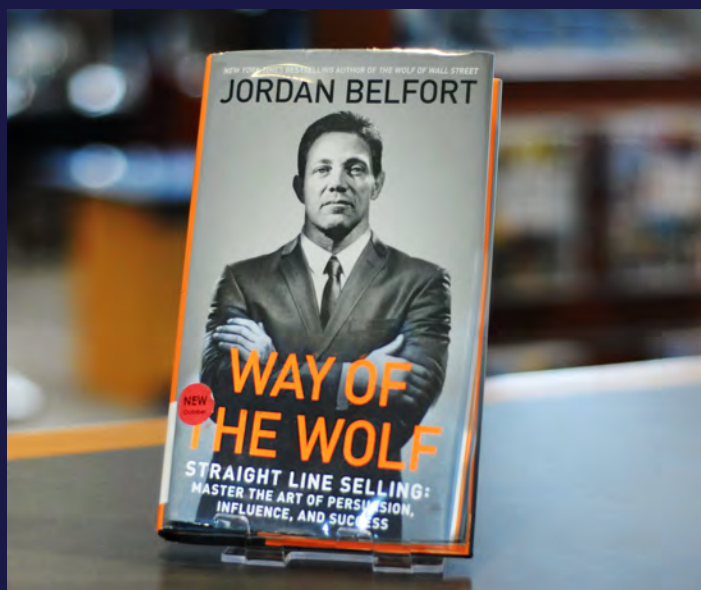
By **Jordan Belfort**

Jordan Belfort - immortalized by Leonardo DiCaprio in the hit movie *The Wolf of Wall Street* - is an American author, motivational speaker and former stockbroker who pleaded guilty to fraud and related crimes and spent 22 months in prison.

In *Way of the Wolf*, Belfort opens his playbook and gives readers access to his exclusive step-by-step system on how to persuade anyone to be a master salesperson, closer, negotiator, entrepreneur or speaker.

Although Belfort's fraudulent schemes landed him in prison, he remains a master of understanding human nature, and knows how to convey the right image, from tone of voice, cadence and strong demeanor, to put it all together in order to generate big sales at a rapid rate.

Belfort doesn't address the misadventures he has had along the way; nonetheless readers interested in making hard sales of high end products will definitely learn how to up-their-game from this rock star moneymaker who made his fortune doing exactly that.



DOWN TO BUSINESS



NEW!

Apply for a
library card online.

Discussion
group

MONEY TALK\$

A free, informal discussion group to exchange ideas and unbiased financial information. Moderator Roger Strong is not affiliated with any Financial institutions.

Wed. February 7 | 7:00 - 8:30 pm | Magna Room

Which is the better investment: RRSP, TFSA or mortgage?

LUNCH & LEARN

A PERK FOR YOUR STAFF!

We're happy to come to your place of business, sign your employees up and demonstrate products that will drive your business success.

Interested?

Contact Claudia: colguin@aurorapl.ca

ONLINE VIDEO TUTORIALS

**Acquire New Skills.
Advance Your Career.
Expand Your Mind.**

Learn new business, creative & tech skills with
online video tutorials.
Anytime, anywhere.

Get Started Today!

