

# The Pirate's Guide to Sales

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## Synopsis

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Ever notice how no one likes to be sold, but most of us enjoy buying stuff? Where is the disconnect? In a business world that rapidly and exponentially adapts to change, our selling methods fail to keep up with human expectations. The problem with most sales books is they're written by either behavioral researchers with no real-world selling experience, or are first-hand accounts from top sales professionals and contain little to no supporting data. *The Pirate's Guide to Sales* uniquely blends years of selling concepts with real-world experience in a framework anyone can learn. We'd like you to think of it as a "pirate's guide" as it distills all the best research and real-world sales experiences in one easy, "how to" audiobook with lessons from only the best! The audiobook will take you on a journey filled with stories for business and life. It starts with voyage prep where you'll learn strategy from the likes of Simon Sinek, Robert Cialdini, Ray Dalio, Peter Shankman, Daniel Kahneman, and more. Then you'll analyze the sale itself in, "The Six Points of Sail", and hear from other top professionals that have mastered their selling craft. Lastly, we'll spend some time learning how to sustain and grow your business as we culminate the book and voyage to a riveting finale in the "Burning of the Boats"! We hope you enjoy all the tips and tricks! As Steve Jobs said, "It's more fun to be a pirate than join the Navy". What will you learn and from whom?

- Story-selling concepts from Chip and Dan Heath
- Decision making from Daniel Kahneman
- Organization strategy from Peter Shankman
- Human behavior and behavior change from Charles Duhigg, Jeni Cross, Will Durant, Ray Dalio, and more
- Influence and persuasion from Dr. Robert Cialdini
- Self-branding from Mark Manson, Matthew Dixon, and more
- Uncovering "the why" from Lean/Six Sigma principles and Simon Sinek
- Six points of sale with selling methodology from interviews of top medical sales professionals with 30 PCLUB wins
- Growing and sustaining business from Lean/Six Sigma strategy

And much, much more.

How it's organized?

Salespeople and business people like to be engaged and don't generally love listening to boring research audiobooks. That is precisely why this audiobook is different. Every section opens with a great anecdotal story that ties to the sections concepts, with the pirated tips in the middle and a section ending real-world example. You'll hear stories of inspiration, perseverance, and of people achieving and overcoming incredible odds. Whether you enjoy sales as a profession or just have an interest in understanding how to message your product or business better, you will surely find good nuggets to mine and pirate for yourself!

## Reader's comments

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