



How to Close a Deal Like Warren Buffett: Lessons from the World's Greatest Dealmaker (Business Books)

By Tom Searcy, Henry DeVries

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Warren Buffett didn't become the world's third wealthiest individual on his investing instincts alone. Buffett is a master dealmaker. In fact, one of his greatest single successes came when he closed multiple deals to own 100 percent of the Government Employees Insurance Company--also known as GEICO.

Highly successful dealmakers themselves, Tom Searcy and Henry DeVries have been studying Buffett's unique approach for many years. Now, they reveal the secrets of the Oracle of Omaha. *How to Close a Deal Like Warren Buffett* gives you the 101 top deal-making maxims of a legend in his own time. Here's just a small sampling of what's inside:

Warren Way #22: Choose quality.

"It's better to own a portion of the Hope diamond than 100 percent of a rhinestone."

Warren Way #41: Deal making is a no-called-strike game.

"You don't have to swing at everything--you can wait for your pitch."

Warren Way #75. Think long term.

"Our favorite holding period is forever."

Warren Way #92. Don't do deals just to do deals.

"We don't get paid for activity, just for being right."

Warren Way #98. Think for yourself.

"My idea of a group decision is to look in the mirror."

Warren Way #99. Be honest in your deal making.

"It takes 20 years to build a reputation and five minutes to ruin it."

Searcy and DeVries round it all out with an abundance of their own expertise--approaches that, added up, have generated billions of dollars in new sales.

Take the advice in this hands-on guide and learn *How to Close a Deal Like Warren Buffett*.

How to Close a Deal Like Warren Buffett reveals the method behind Buffett's near-mythic deal-making prowess. Guaranteed to help you come out on the right side of every deal!

"Tom Searcy and Henry DeVries have done a masterful job of distilling Buffett's wisdom into a highly readable book you'll want to refer to again and again. A must-have for dealmakers!" -- Ken Blanchard, coauthor of **The One Minute Manager** and **Leading at a Higher Level**

"Almost anybody interested in deal making will find something of interest here. Simply the most important new book on deal making and big account sales strategy." -- Marshall Goldsmith, author of the New York Times bestsellers **MOJO** and **What Got You Here Won't Get You There**

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"This is the first book we've read that truly explains how Buffett thinks and how his lessons can be applied to your business." -- Neil Senturia and Barbara Bry, serial entrepreneurs and entrepreneurship columnists for U-T San Diego

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Editorial Review

About the Author

Tom Searcy is the founder of Hunt Big Sales, a fast-growth consultancy and thought leadership organization. Tom is the author of *RFPs Suck!* and coauthor of *Whale Hunting: How to Land Big Sales and Transform Your Company*.

Henry J. DeVries is assistant dean of continuing education at the University of California, San Diego. Each year he teaches thousands of business owners and executives how to grow their businesses and advance their careers. Henry is coauthor of *Self-Marketing Secrets*, *Pain Killer Marketing*, and *Closing America's Job Gap*.

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