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# Site To Download Fanatical Prospecting The Ultimate Guide To Opening Sales Conversations And Filling The Pipeline By Leveraging Social Selling Telephone Email Text And Cold Calling

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**FANATICAL PROSPECTING**

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**THE ULTIMATE GUIDE TO OPENING SALES CONVERSATIONS AND FILLING THE PIPELINE BY LEVERAGING SOCIAL SELLING, TELEPHONE, EMAIL, TEXT, AND COLD CALLING**

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John Wiley & Sons Ditch the failed sales tactics, fill your pipeline, and crush your number Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospecting. The brutal fact is the number one reason for failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You'll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 C's of Social Selling and how to use them to get prospects to call you How to use the simple 5 Step Telephone Framework to get more appointments fast How to double call backs with a powerful voice mail technique How to leverage the powerful 4 Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7 Step Text Message Prospecting Framework And there is so much more! Fanatical Prospecting is filled with the high-powered strategies, techniques, and tools you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You'll gain the power to blow through resistance and objections, gain more appointments, start more sales conversations, and close more sales. Break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting. It's time to get off the feast or famine sales roller-coaster for good!

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### **THE ULTIMATE GUIDE TO OPENING SALES CONVERSATIONS AND FILLING THE PIPELINE BY LEVERAGING SOCIAL SELLING, TELEPHONE, E-MAIL, TEXT, AND COLD CALLING**

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#### **SUMMARY & ANALYSIS OF FANATICAL PROSPECTING**

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### **THE ULTIMATE GUIDE TO OPENING SALES CONVERSATIONS AND FILLING THE PIPELINE | A GUIDE TO THE BOOK BY JEB BLOUNT**

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ZIP Reads PLEASE NOTE: This is a summary and analysis of the book and not the original book. If you'd like to purchase the original book, please paste this link in your browser: <https://amzn.to/2IA5nRG> Fanatical Prospecting is one of the best-selling sales books of all time. Blount's wisdom and experience will help you close more deals and keep your pipeline flowing! What does this ZIP Reads Summary Include? Synopsis of the original book Chapter-by-Chapter Summaries Key Takeaways from each chapter Actionable steps to keep your pipeline full Tips and tricks and things to avoid Specific advice on email, texting, and cold-calling leads Editorial Review Background on the author About the Original Book:

Fanatical Prospecting is a brief but powerful wake-up call to any salesperson or team leader. It tackles the concept of prospecting from the perspective of a salesperson, sales manager and prospect. Jeb Blount expertly addresses both the person and the techniques. He gives excellent tips and suggests proven solutions to anyone who seeks to improve the efficiency and effectiveness of their prospecting endeavors and fill their sales pipeline indefinitely. **DISCLAIMER:** This book is intended as a companion to, not a replacement for, Fanatical Prospecting. ZIP Reads is wholly responsible for this content and is not associated with the original author in any way.

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## **SUMMARY & ANALYSIS OF FANATICAL PROSPECTING**

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### **THE ULTIMATE GUIDE TO OPENING SALES CONVERSATIONS AND FILLING THE PIPELINE BY LEVERAGING SOCIAL SELLING, TELEPHONE, EMAIL, TEXT, AND COLD CALLING A GUIDE TO THE BOOK BY JEB BLOUNT**

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Createspace Independent Publishing Platform **PLEASE NOTE:** This is a summary and analysis of the book and not the original book. If you'd like to purchase the original book, please paste this link in your browser: <https://amzn.to/2IA5nRG> Fanatical Prospecting is one of the best-selling sales books of all time. Blount's wisdom and experience will help you close more deals and keep your pipeline flowing! Click "Buy Now with 1-Click" to own your copy today! What does this ZIP Reads Summary Include? Synopsis of the original book Chapter-by-Chapter Summaries Key Takeaways from each chapter Actionable steps to keep your pipeline full Tips and tricks and things to avoid Specific advice on email, texting, and cold-calling leads Editorial Review Background on the author About the Original Book: Fanatical Prospecting is a brief but powerful wake-up call to any salesperson or team leader. It tackles the concept of prospecting from the perspective of a salesperson, sales manager and prospect. Jeb Blount expertly addresses both the person and the techniques. He gives excellent tips and suggests proven solutions to anyone who seeks to improve the efficiency and effectiveness of their prospecting endeavors and fill their sales pipeline indefinitely. **DISCLAIMER:** This book is intended as a companion to, not a replacement for, Fanatical Prospecting. ZIP Reads is wholly responsible for this content and is not associated with the original author in any way. Please follow this link: <https://amzn.to/2IA5nRG> to purchase a copy of the original book. We are a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for us to earn fees by linking to Amazon.com and affiliated sites.

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## **SUMMARY: FANATICAL PROSPECTING**

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### **THE ULTIMATE GUIDE TO OPENING SALES CONVERSATIONS AND FILLING THE PIPELINE BY LEVERAGING SOCIAL SELLING, TELEPHONE, EMAIL, TEXT... : BY JEB BLOUNT | THE MW SUMMARY GUIDE**

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An Easy to Digest Summary Guide... " **BONUS MATERIAL AVAILABLE INSIDE** " If you're looking for alternative methods to heal from certain diseases or you're simply looking to recharge your mitochondrial health for a more energizing life experience, you're going to want to read this one.. The Mindset Warrior Summary Guides, provides you with a unique summarized version of the core information contained in the full book, and the essentials you need in order to fully comprehend and apply. Maybe you've read the original book but would like a reminder of the information? Maybe you haven't read the book, but want a short summary to save time? Maybe you'd just like a summarized version to refer to in the future? In any case, The Mindset Warrior Summary Guides can provide you with just that. Lets get Started. Download Your Book Today.... **NOTE:** To Purchase the "Fanatical Prospecting"(full book); which this is not, simply type in the name of the book in the search bar of Amazon

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### **FANATICAL PROSPECTING: THE ULTIMATE GUIDE TO OPENING SALES CONVERSATIONS AND FILLING THE PIPELINE BY LEVERAGING SOCIAL SELLING, TELEPHONE, EMAIL, TEXT...: BY JEB BLOUNT | THE MW SUMMARY GUIDE**

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## **SALES EQ**

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### **HOW ULTRA HIGH PERFORMERS LEVERAGE SALES-SPECIFIC EMOTIONAL INTELLIGENCE TO CLOSE THE COMPLEX DEAL**

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John Wiley & Sons The New Psychology of Selling The sales profession is in the midst of a perfect storm. Buyers have more power—more information, more at stake, and more control over the sales process—than any time in history. Technology is bringing disruptive change at an ever-increasing pace, creating fear and uncertainty that leaves buyers

clinging to the status quo. Deteriorating attention spans have made it difficult to get buyers to sit still long enough to “challenge,” “teach,” “help,” give “insight,” or sell “value.” And a relentless onslaught of “me-too” competitors have made differentiating on the attributes of products, services, or even price more difficult than ever. Legions of salespeople and their leaders are coming face to face with a cold hard truth: what once gave salespeople a competitive edge—controlling the sales process, command of product knowledge, an arsenal of technology, and a great pitch—are no longer guarantees of success. Yet this is where the vast majority of the roughly \$20 billion spent each year on sales training goes. It’s no wonder many companies are seeing 50 percent or more of their salespeople miss quota. Yet, in this new paradigm, an elite group of top 1 percent sales professionals are crushing it. In our age of technology where information is ubiquitous and buyer attention spans are fleeting, these superstars have learned how to leverage a new psychology of selling—Sales EQ—to keep prospects engaged, create true competitive differentiation, as well as shape and influence buying decisions. These top earners are acutely aware that the experience of buying from them is far more important than products, prices, features, and solutions. In Sales EQ, Jeb Blount takes you on an unprecedented journey into the behaviors, techniques, and secrets of the highest earning salespeople in every industry and field. You’ll learn: How to answer the 5 Most Important Questions in Sales to make it virtually impossible for prospects to say no How to master 7 People Principles that will give you the power to influence anyone to do almost anything How to shape and align the 3 Processes of Sales to lock out competitors and shorten the sales cycle How to Flip the Buyer Script to gain complete control of the sales conversation How to Disrupt Expectations to pull buyers towards you, direct their attention, and keep them engaged How to leverage Non-Complementary Behavior to eliminate resistance, conflict, and objections How to employ the Bridge Technique to gain the micro-commitments and next steps you need to keep your deals from stalling How to tame Irrational Buyers, shake them out of their comfort zone, and shape the decision making process How to measure and increase you own Sales EQ using the 15 Sales Specific Emotional Intelligence Markers And so much more! Sales EQ begins where The Challenger Sale, Strategic Selling, and Spin Selling leave off. It addresses the human relationship gap in the modern sales process at a time when sales organizations are failing because many salespeople have never been taught the human skills required to effectively engage buyers at the emotional level. Jeb Blount makes a compelling case that sales specific emotional intelligence (Sales EQ) is more essential to success than education, experience, industry awareness, product knowledge, skills, or raw IQ; and, sales professionals who invest in developing and improving Sales EQ gain a decisive competitive advantage in the hyper-competitive global marketplace. Sales EQ arms salespeople and sales leaders with the tools to identify their most important sales specific emotional intelligence developmental needs along with strategies, techniques, and frameworks for reaching ultra-high performance and earnings, regardless of sales process, industry, deal complexity, role (inside or outside), product or service (B2B or B2C).

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## **OBJECTIONS**

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### **THE ULTIMATE GUIDE FOR MASTERING THE ART AND SCIENCE OF GETTING PAST NO**

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John Wiley & Sons There are few one-size-fits-all solutions in sales. Context matters. Complex sales are different from one-call closes. B2B is different than B2C. Prospects, territories, products, industries, companies, and sales processes are all different. There is little black and white in the sales profession. Except for objections. There is democracy in objections. Every salesperson must endure many NOs in order to get to YES. Objections don’t care or consider: Who you are What you sell How you sell If you are new to sales or a veteran If your sales cycle is long or short - complex or transactional For as long as salespeople have been asking buyers to make commitments, buyers have been throwing out objections. And, for as long as buyers have been saying no, salespeople have yearned for the secrets to getting past those NOs. Following in the footsteps of his blockbuster bestsellers Fanatical Prospecting and Sales EQ, Jeb Blount’s Objections is a comprehensive and contemporary guide that engages your heart and mind. In his signature right-to-the-point style, Jeb pulls no punches and slaps you in the face with the cold, hard truth about what’s really holding you back from closing sales and reaching your income goals. Then he pulls you in with examples, stories, and lessons that teach powerful human-influence frameworks for getting past NO - even with the most challenging objections. What you won’t find, though, is old school techniques straight out of the last century. No bait and switch schemes, no sycophantic tie-downs, no cheesy scripts, and none of the contrived closing techniques that leave you feeling like a phony, destroy relationships, and only serve to increase your buyers’ resistance. Instead, you’ll learn a new psychology for turning-around objections and proven techniques that work with today’s more informed, in control, and skeptical buyers. Inside the pages of Objections, you’ll gain deep insight into: How to get past the natural human fear of NO and become rejection proof The science of resistance and why buyers throw out objections Human influence frameworks that turn you into a master persuader The key to avoiding embarrassing red herrings that derail sales calls How to leverage the “Magical Quarter of a Second” to instantly gain control of your emotions when you get hit with difficult objections Proven objection turn-around frameworks that give you confidence and control in virtually every sales situation How to easily skip past reflex responses on cold calls and when prospecting How to move past brush-offs to get to the next step, increase pipeline velocity, and shorten the sales cycle The 5 Step Process for Turning Around Buying Commitment Objections and closing the sale Rapid Negotiation techniques that deliver better terms and higher prices As you dive into these powerful insights, and with each new chapter, you’ll gain greater and greater confidence in your ability to face and effectively handle objections in any selling situation. And, with this new-

found confidence, your success and income will soar.

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## **VIRTUAL SELLING**

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### **A QUICK-START GUIDE TO LEVERAGING VIDEO, TECHNOLOGY, AND VIRTUAL COMMUNICATION CHANNELS TO ENGAGE REMOTE BUYERS AND CLOSE DEALS FAST**

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John Wiley & Sons And just like that, everything changed . . . A global pandemic. Panic. Social distancing. Working from home. In a heartbeat, we went from happy hours to virtual happy hours. From conferences to virtual conferences. From selling to virtual selling. To remain competitive, sales and business professionals were required to shift the way they engaged prospects and customers. Overnight, virtual selling became the new normal. Now, it is here to stay. Virtual selling can be challenging. It's more difficult to make human to human connections. It's natural to feel intimidated by technology and digital tools. Few of us haven't felt the wave of insecurity the instant a video camera is pointed in our direction. Yet, virtual selling is powerful because it allows you to engage more prospects and customers, in less time, at a lower cost, while reducing the sales cycle. Virtual Selling is the definitive guide to leveraging video-based technology and virtual communication channels to engage prospects, advance pipeline opportunities, and seal the deal. You'll learn a complete system for blending video, phone, text, live chat, social media, and direct messaging into your sales process to increase productivity and reduce sales cycles. Jeb Blount, one of the most celebrated sales trainers of our generation, teaches you: How to leverage human psychology to gain more influence on video calls The seven technical elements of impactful video sales calls The five human elements of highly effective video sales calls How to overcome your fear of the camera and always be video ready How to deliver engaging and impactful virtual demos and presentations Powerful video messaging strategies for engaging hard to reach stakeholders The Four-Step Video Prospecting Framework The Five-Step Telephone Prospecting Framework The LDA Method for handling telephone prospecting objections Advanced email prospecting strategies and frameworks How to leverage text messaging for prospecting and down pipeline communication The law of familiarity and how it takes the friction out of virtual selling The 5C's of Social Selling Why it is imperative to become proficient with reactive and proactive chat Strategies for direct messaging - the "Swiss Army Knife" of virtual selling How to leverage a blended virtual/physical selling approach to close deals faster As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence in your ability to effectively engage prospects and customers through virtual communication channels. And, with this newfound confidence, your success and income will soar. Following in the footsteps of his blockbuster bestsellers People Buy You, Fanatical Prospecting, Sales EQ, Objections, and Inked, Jeb Blount's Virtual Selling puts the same strategies employed by his clients—a who's who of the world's most prestigious organizations—right into your hands.

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## **PEOPLE BUY YOU**

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### **THE REAL SECRET TO WHAT MATTERS MOST IN BUSINESS**

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John Wiley & Sons The ultimate guide to relationships, influence and persuasion in 21st century business. What is most important to your success as a sales or business professional? Is it education, experience, product knowledge, job title, territory, or business dress? Is it your company's reputation, product, price, marketing collateral, delivery lead times, in stock ratios, service guarantees, management strength, or warehouse location? Is it testimonials, the latest Forbes write up, or brand awareness? Is it the investment in the latest CRM software, business 2.0 tools, or social media strategy? You could hire a fancy consulting firm, make the list longer, add some bullet points, put it into a PowerPoint presentation, and go through the whole dog and pony show. But at the end of the day there will be only one conclusion... None of the above! You see, the most important competitive edge for today's business professionals cannot be found on this list, your resume, or in any of your company's marketing brochures. If you want to know the real secret to what matters most in business, just look in the mirror. That's right, it's YOU. Do these other things matter? Of course they do, but when all things are equal (and in the competitive world we live in today, things almost always are) People Buy You. Your ability to build lasting business relationships that allow you to close more deals, retain clients, increase your income, and advance your career to rise the top of your company or industry, depends on your skills for getting other people to like you, trust you, and BUY YOU. This break-through book pushes past the typical focus on mechanics and stale processes found in so many of today's sales and business books, and goes right to the heart of what matters most in 21st century business. Offering a straight forward, actionable formula for creating instant connections with prospects and customers, People Buy You will enable you to achieve a whole new level of success in your sales and business career. You'll discover: Three relationship myths that are holding you back Five levers that open the door to stronger relationships that quickly increase sales, improve retention, increase profits and advance your career The real secret to making instant emotional connections that eliminate objections and move buyers to reveal their real problems and needs How to anchor your business relationships and create loyal customers who will never leave you for a competitor How to build your personal brand to improve your professional presence and stand-out in the market place People Buy You is the new standard in the art of influence and

persuasion. Few books have tackled the subject of interpersonal relationships in the business world in such a practical and down-to-earth manner, breaking what many perceive as a complex and frustrating process into easy, actionable steps that anyone can follow.

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## **INKED**

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### **THE ULTIMATE GUIDE TO POWERFUL CLOSING AND SALES NEGOTIATION TACTICS THAT UNLOCK YES AND SEAL THE DEAL**

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John Wiley & Sons Learn powerful closing and sales negotiation tactics that unlock yes and seal the deal. Each year, sales professionals leave billions of dollars on the table because they are out gunned, out maneuvered, and out played by savvy buyers, who have been schooled in the art and science of negotiation. Because today's buyers have more power than ever before—more information, more at stake, and more control over the buying process—they almost always enter sales negotiations in a much stronger position than the salespeople on the other side of the table. The results are sadly predictable: salespeople and their companies end up on the losing end of the deal. In this brutal paradigm, if you fail to master the skills, strategies, and tactics to go toe-to-toe with modern buyers and win at the sales negotiation table, your income and long-term earning potential will suffer—along with your company's growth, profits, and market valuation. In his new book **INKED: The Ultimate Guide to Powerful Closing and Sales Negotiation Tactics that Unlock YES and Seal the Deal**, Jeb Blount levels the playing field by giving you the strategies, tactics, techniques, skills, and human-influence frameworks required to become a powerful and effective sales negotiator. In his signature, straightforward style, Jeb pulls no punches. He slaps you right in the face with the cold, hard truth and lays bare the reasons why you keep getting beaten by buyers who have been trained in how to play you. Then, he teaches you exactly what you need to know, do, and say to gain more control and more power over the outcomes of your deals, and WIN. You'll learn: Seven Immutable Rules of Sales Negotiation Why "Win-Win" Usually Means "You-Lose" The One Rule of Sales Negotiation You Must Never Break How to Leverage the Powerful MLP Strategy to Bend Win Probability in Your Favor The ACED Buyer Persona Model and How to Flex to Buyer Communication Styles Seven Principles of Effective Sales Negotiation Communication How to Leverage the DEAL Sales Negotiation Framework to Control the Negotiation Conversation and Get Ink How to Gain the Advantage with Comprehensive Sales Negotiation Planning Strategies and Tools Powerful Negotiation Psychology and Influence Frameworks that Keep You in Control of the Conversation How to Rise Above the Seven Disruptive Emotions that are Holding You Back at the Sales Negotiation Table How to Protect Yourself from the Psychological Games that Buyers Play With these powerful tactics in your sales arsenal, you will approach sales negotiations with the confidence and power to take control of the conversation and get the prices, terms, and conditions that you deserve. **INKED** is the most comprehensive Sales Negotiation resource ever developed for the sales profession. Unlike so many other negotiating books that ignore the reality sellers face in the rapid-fire, real world of the sales profession, **INKED** is a sales-specific negotiation primer. You'll learn directly from one of the most sought-after and celebrated sales trainers of our generation. Following in the footsteps of his blockbuster bestsellers *Fanatical Prospecting*, *Sales EQ*, and *Objections*, Jeb Blount's **INKED** puts the same strategies employed by his clients—a who's who of the world's most prestigious organizations—right into your hands.

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## **TAKE THE COLD OUT OF COLD CALLING**

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### **WEB SEARCH SECRETS FOR THE INSIDE INFO ON COMPANIES, INDUSTRIES, AND PEOPLE**

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SBR Worldwide, LLC "Includes Online Resource Center"--Cover.

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## **FANATICAL MILITARY RECRUITING**

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### **THE ULTIMATE GUIDE TO LEVERAGING HIGH-IMPACT PROSPECTING TO ENGAGE QUALIFIED APPLICANTS, WIN THE WAR FOR TALENT, AND MAKE MISSION FAST**

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John Wiley & Sons Military Recruiting is a war. It's just a different kind of war than what you were prepared and trained to fight for. Recruiting is a war for talent. Smart, competent, and capable people are rare and in high demand. Every organization, from commercial enterprises, healthcare, non-profit, sports, and education, to the military is in an outright battle to recruit and retain these bright and talented people. Rather than bullets and bombs, the war for talent is won through high-impact prospecting activity, time discipline, intellectual agility, emotional intelligence, and human to human relationships. On this highly competitive, ever changing, asymmetrical battlefield, to win, you must operate at a level of excellence beyond anything asked of military recruiters before. Yet, in this new paradigm, many recruiters are struggling, and most recruiting units are staring down the barrel at 50 percent or more of their recruiters consistently missing Mission. It is imperative that we arm military recruiters with the skills they need to win in this challenging

environment. The failure to make Mission is an existential threat to the strength and readiness of America's fighting forces and our democracy. Fanatical Military Recruiting begins where the Recruiting and Retention colleges of the various branches of the military leave off. It is an advanced, master's level training resource designed specifically for the unique demands of Military Recruiting. In FMR, you'll learn: The Single Most Important Discipline in Military Recruiting How to Get Out of a Recruiting Slump The 30-Day Rule and Law of Replacement Powerful Time and Territory Management Strategies that Put You in Control of Your Day The 7 Step Telephone Prospecting Framework The 4 Step Email and Direct Messaging Framework The 5 C's of Social Recruiting The 7 Step Text Message Prospecting Framework How to Leverage a Balanced Prospecting Methodology to Keep the Funnel Full of Qualified Applicants Powerful Human Influence Frameworks that Reduce Resistance and Objections The 3 Step Prospecting Objection Turn-Around Framework Mission Drive and the 5 Disciplines of Ultra-High Performing Military Recruiters In his signature right-to-the-point style that has made him the go-to trainer to a who's who of the world's most prestigious organizations, Jeb Blount pulls no punches. He slaps you in the face with the cold, hard truth about what's really holding you back. Then, he pulls you in with stories, examples, and lessons that teach you exactly what you need to do right now to become an ultra-high performing recruiter. Fanatical Military Recruiting is filled with the high-powered strategies, techniques, and tools you need to keep your funnel packed with qualified applicants. As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence. And, with this new-found confidence, your performance as a military recruiter will soar and you will Make Mission, Fast.

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### **FANATICAL PROSPECTING FIELD GUIDE**

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Wiley Most salespeople and sales leaders who marvel at the consistent year in and year out performance of sales superstars are blind to the real reason for their success. Unwilling to accept that the foundational root of all success in sales is a fanatical focus on prospecting, they waste time tilting at windmills on their quixotic pursuit of fads, silver bullets, and secret formulas they believe will deliver them into arms of success with little effort. Fanatical Prospecting Field Guide will be an essential tool for leaders that aids and coaches sales people to become more effective prospectors. For salespeople, this book will explain the how and why behind the most important activity in sales and teach the skills and techniques required to become both effective and efficient at prospecting.

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### **PREDICTABLE PROSPECTING: HOW TO RADICALLY INCREASE YOUR B2B SALES PIPELINE**

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McGraw Hill Professional The proven system for rapid B2B sales growth from the coauthor of Predictable Revenue, the breakout bestseller hailed as a "sales bible" (Inc.) If your organization's success is driven by B2B sales, you need to be an expert prospector to successfully target, qualify, and close business opportunities. This game-changing guide provides the immediately implementable strategies you need to build a solid, sustainable pipeline — whether you're a sales or marketing executive, team leader, or sales representative. Based on the acclaimed business model that made Predictable Revenue a runaway bestseller, this powerful approach to B2B prospecting will help you to:

- Identify the prospects with the greatest potential
- Clearly articulate your company's competitive position
- Implement account-based sales development using ideal account profiles
- Refine your lead targeting strategy with an ideal prospect profile
- Start a conversation with people you don't know
- Land meetings through targeted campaigns
- Craft personalized e-mail and phone messaging to address each potential buyer's awareness, needs, and challenges.
- Define, manage, and optimize sales development performance metrics
- Generate predictable revenue

You'll learn how to target and track ideal prospects, optimize contact acquisition, continually improve performance, and achieve your revenue goals—quickly, efficiently, and predictably. The book includes easy-to-use charts and e-mail templates, and features full online access to sample materials, worksheets, and blueprints to add to your prospecting tool kit. Following this proven step-by-step framework, you can turn any B2B organization into a high-performance business development engine, diversify marketing lead generation channels, justify marketing ROI, sell into disruptive markets—and generate more revenue than ever. That's the power of Predictable Prospecting.

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### **FANATICAL PROSPECTING**

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### **THE ULTIMATE GUIDE TO OPENING SALES CONVERSATIONS AND FILLING THE PIPELINE BY LEVERAGING SOCIAL SELLING, TELEPHONE, EMAIL, TEXT...: BY JEB BLOUNT**

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### **THE ULTIMATE BOOK OF SALES TECHNIQUES**

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### **75 WAYS TO MASTER COLD CALLING, SHARPEN YOUR UNIQUE SELLING PROPOSITION, AND CLOSE THE SALE**

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Simon and Schuster The secrets of breakout selling! Using his thirty years of experience training corporate sales forces, Stephan Schiffman has put together a collection of the most

essential techniques for succeeding in the field. From getting leads and cold calling to establishing a solid relationship and closing the deal, Schiffman covers everything you need to know in order to improve your performance and make the sale. Inside this book, you'll find his proven sales philosophy, which includes such elements as: Sales don't happen unless questions are asked. An objection is an opportunity in disguise. A salesperson's responsibility is to help the client solve a problem. No one ever made a good sale by interrupting a client. Whether you're new to the field or looking for a quick refresher, you will finally be able to beat out the competition and take your career to the next level with **The Ultimate Book of Sales Techniques!**

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## **HIGH-PROFIT SELLING**

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### **WIN THE SALE WITHOUT COMPROMISING ON PRICE**

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**AMACOM** In the high-pressure quest to make a sale, acquire a contract, and beat out other bidders, sales professionals frequently resort to short-term strategies like cutting prices, offering discounts, or making other concessions. **High-Profit Selling** teaches readers to rethink their approach to sales goals--so they not only sell a greater quantity but sell with the bottom line in mind. By explaining how short-term strategies are destructive to the long-term sustainability of a business, this eye-opening book helps readers instead focus their energy on "profit sales" that successfully execute product price increases while maintaining and strengthening current customer relationships. You'll learn how to avoid negotiating, actively listen to customers, match the benefits of products or services with customers' needs and pains, confidently communicate value, and ensure prospects are serious and not shopping for price. Too many salespeople believe that a sale at any price is better than no sale at all. **High-Profit Selling** teaches them to do away with this logic and instead make sales that satisfy and add value to both the client and company.

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## **THE ULTIMATE LINKEDIN SALES GUIDE**

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### **HOW TO USE DIGITAL AND SOCIAL SELLING TO TURN LINKEDIN INTO A LEAD, SALES AND REVENUE GENERATING MACHINE**

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**John Wiley & Sons** Become a LinkedIn power user and harness the potential of social selling With the impact of COVID, remote working has become big, and so has the use of digital/virtual sales tools. More sales teams want and need to understand how to use social media platforms like LinkedIn to sell, and most do not use it properly. **The Ultimate LinkedIn Sales Guide** is the go-to book and guide for utilizing LinkedIn to sell. It covers all aspects of social and digital selling, including building the ultimate LinkedIn profile, using the searching functions to find customers, sending effective LinkedIn messages (written, audio & video), creating great content that generates sales, and all the latest tips and tricks, strategies and tools. With the right LinkedIn knowledge, you can attract customers and generate leads, improving your sales numbers from the comfort and safety of your computer. No matter what you are selling, LinkedIn can connect you to buyers. If you're savvy, you can stay in touch with clients and generate more repeat sales, build trust, and create engaging content that will spread by word-of-mouth—the most powerful sales strategy around. This book will teach you how to do all that and more. In **The Ultimate LinkedIn Sales Guide** you will learn how to: Use the proven 4 Pillars of Social Selling Success to improve your existing LinkedIn activities or get started on a firm footing Create the Ultimate LinkedIn Profile, complete with a strong personal brand that could catapult you to industry leader status Generate leads using LinkedIn, then build and manage relationships with connected accounts to turn those leads into customers Utilize little-known LinkedIn "power tools" to grow your network, send effective messages, and write successful LinkedIn articles And so much more! **The Ultimate LinkedIn Sales Guide** is a must read for anyone wishing to utilize LinkedIn to improve sales.

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## **HIGH-PROFIT PROSPECTING**

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### **POWERFUL STRATEGIES TO FIND THE BEST LEADS AND DRIVE BREAKTHROUGH SALES RESULTS**

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**AMACOM** Search engines and social media have certainly changed how prospecting pipelines for salespeople are built today, but the vitality of the pipeline itself has not. Even today, the key to success for every salesperson is his pipeline of prospects. Top producers are still prospecting. All. The. Time. However, buyers have evolved, therefore your prospecting needs to as well. In **High-Profit Prospecting**, sales expert Mark Hunter shatters costly prospecting myths and eliminates confusion about what works today. Merging new strategies with proven practices that unfortunately many have given up (much to their demise), this must-have resource for salespeople in every industry will help you: • Find better leads and qualify them quickly • Trade cold calling for informed calling • Tailor your timing and message • Leave a great voicemail and craft a compelling email • Use social media effectively • Leverage referrals • Get past gatekeepers and open new doors • And more For the salesperson, prospecting is still king. Take back control of your pipeline for success!

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## **GAP SELLING**

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### **GETTING THE CUSTOMER TO YES: HOW PROBLEM-CENTRIC SELLING INCREASES SALES BY CHANGING EVERYTHING YOU KNOW ABOUT RELATIONSHIPS, OVERCOMING OBJECTIONS, CLOSING AND PRICE**

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Sales Guy Publishing People don't buy from people they like. No! Your buyer doesn't care about you or your product or service. It's not your job to overcome objections, it's your buyer's. Closing isn't a skill of good salespeople; it's the skill of weak salespeople. Price isn't the main reason salespeople lose the sale. Gap Selling shreds traditional and closely held sales beliefs that have been hurting salespeople for decades. For years, salespeople have embraced a myriad of sales tactics and belief systems that have unknowingly created many of the issues they have been trying to avoid such as: long sales cycles, price objections, no decision, prospects going dark, last minute feature requests, and more. Success at sales requires more than a set of tactics. Salespeople need to understand the game of sales, how sales works, and what the buyer is going through in order to make the decision to buy (change) or not to buy (not change). Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. In his unapologetic and irreverent style, Keenan breaks down the tired old sales myths causing today's frustrating sales issues, to highlight a deceptively powerful new way to connect with buyers. Today's sales world is littered with glorified order takers, beholden to a frustrated buyer, unable to influence the sale and create value. Gap Selling flips the script and creates salespeople with immense influence at every stage of the buying process, capable of impacting the sales metrics that matter: Shorter Sales Cycles Increased Revenue Elevated Deal Values Higher Win Rates Fewer No Decisions More Leads And Happier Buyers Gap Selling elevates the sales world's selling IQ and turns sales order takers into sales influencers.

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## **PICK UP THE PHONE AND SELL**

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### **HOW PROACTIVE CALLS TO CUSTOMERS AND PROSPECTS CAN DOUBLE YOUR SALES**

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John Wiley & Sons Unlock the power of a simple phone call to boost your sales with guidance from a world-renowned expert In Pick Up The Phone and Sell: How Proactive Calls To Customers and Prospects Can Double Your Sales, sales expert, consultant, and Wall Street Journal bestselling author Alex Goldfayn delivers a comprehensive roadmap to one of the most important weapons in any salesperson's arsenal: the phone. From the author of Selling Boldly and 5-Minute Selling, the book teaches you techniques to supercharge your sales by making the proactive call the tip of your selling spear. In addition to critical advice on how to call people you don't know, this timely and important book includes: A thorough introduction to the power of a proactive phone call and links to free call planners and trackers at goldfayn.com Direction on how to use text messaging as an adjunct to phone sales Instructions on the appropriate role of social media, including LinkedIn, in boosting telephone sales Guidance on how to stop being afraid of phone calls and how to effectively warm up any cold call. Perfect for new and experienced salespeople alike, who are more comfortable with email, videoconferencing, social media, and text than they are with the telephone, Pick Up The Phone and Sell is an indispensable guide to one of the most important and lucrative tools in the selling profession.

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## **EMOTIONAL INTELLIGENCE FOR SALES SUCCESS**

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### **CONNECT WITH CUSTOMERS AND GET RESULTS**

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AMACOM Even skilled salespeople buckle in tough selling situations—getting defensive with prospects who challenge them on price or too quickly caving to discount pressure. These fight-or-flight responses are something salespeople learn to avoid when building their emotional intelligence. Sales trainer and expert Colleen Stanley cites studies that show how emotional intelligence (EI) is a strong indicator of sales success--and offers tips on how you can sharpen your skills and expand your emotional toolkit. Increasing your emotional intelligence is a sure way to overcome tough selling encounters. In Emotional Intelligence for Sales Success, you'll learn: how to increase impulse control for better questioning and listening, which EI skills are related to likability and trust, how empathy leads to bigger sales conversations and more effective solutions, how emotional intelligence can improve prospecting efforts which EI skills are most common among top sales producers, and much more. Customers can get product information and price comparisons online. The true differentiator between you and a bot is your ability to deftly solve problems and build relationships. Emotional intelligence plays a vital role at every stage of the sales process. From business development to closing the deal, emotional intelligence will drive your performance--and your success.

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## **FINANCE FOR NONFINANCIAL MANAGERS, SECOND EDITION (BRIEFCASE BOOKS SERIES)**

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McGraw Hill Professional **AN INTRODUCTION TO FINANCIAL REPORTS--WITH NEW TACTICS FOR BUDGETING AND PINPOINTING KEY FINANCIAL AREAS** Financial decisions impact virtually every area of your company. As a manager, it's up to you to understand how and why. Finance for Nonfinancial Managers helps you understand the information in essential financial reports and then shows you how to use that understanding to make informed, intelligent decisions. It provides a solid working knowledge of: **Basic Financial Reports--All about balance sheets, income statements, cash flow statements, and more** **Cost Accounting--Methods to assess which products or services are most profitable to your firm** **Operational Planning and Budgeting--Ways to use financial knowledge to strengthen your company** Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: **Key Terms:** Clear definitions of key terms and concepts **Smart Managing:** Tactics and strategies for managing change **Tricks of the Trade:** Tips for executing the tactics in the book **Mistake Proofing:** Practical advice for minimizing the possibility of error **Caution:** Warning signs for when things are about to go wrong **For Example:** Examples of successful change-management tactics **Tools:** Specific planning procedures, tactics, and hands-on techniques

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## **PEOPLE LOVE YOU**

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### **THE REAL SECRET TO DELIVERING LEGENDARY CUSTOMER EXPERIENCES**

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John Wiley & Sons What you experience is what you remember. The more emotional the experience, the deeper it is branded into your memory. Experience has a massive impact on buying decisions. Every touch point, every time you or someone in your company engages a customer, it creates an experience - something they remember. When they have a negative experience, they tend to vote with their feet (and their wallets) and head straight to your competitors. When customers have positive emotional experiences, it anchors them to your brand, your product or service, and ultimately to you. In the twenty-first century, competitive advantages derived from unique products or services are short-lived because competitors are able to quickly and easily duplicate or match your offering. Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge. Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries. In **People Love You** you'll learn the real secrets of customer experience including: **7 Essential Principles of Customer Engagement** **5 Levers for Creating a Legendary Customer Experience** **The Secret to Bridging the Experience Gap** **How to Leverage the Pull Strategy to become a Trusted Advisor** **2 Most Important Rules for Dealing with Pissed-off Customers** In a hypercompetitive, global marketplace protecting your company's customer base, the lifeblood of your business, must become your number one priority. The rubber hits the road with account managers, project managers, sales professionals, and customer service professionals—the people most connected to customers—who are on the frontlines of customer experience. They build unique and enduring emotional connections with customers that creating long-term revenue and profit streams. In **People Love You**, human relationship guru, Jeb Blount, gives you a powerful playbook for interacting with customers in a way that creates deep, enduring, visceral connections that withstand relentless economic and competitive assaults.

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## **COMBO PROSPECTING**

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### **THE POWERFUL ONE-TWO PUNCH THAT FILLS YOUR PIPELINE AND WINS SALES**

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AMACOM In a world where everyone is completely inundated by phone calls, drop-ins, pop-up ads, and junk mail, how can you and your product begin to make its impression known in the business world? How do you break through to impossible-to-reach executive buyers who are intent on blocking out the noise that confronts them every day? By learning how to combine time-tested sales processes with cutting-edge social media strategies. **Combo Prospecting** details today's new breed of chief executive buyers, the channels they use, the value narratives that they find appealing, and the mix of methods that will grab their attention. With actionable insights in every chapter, you will learn how to: • Locate leverage points that matter • Secure decision-maker meetings • Build a knockout online brand that distinguishes you from the pack • Build a constantly growing list of profitable referrals • And much, much more! Old-school prospecting tactics are growing increasingly irrelevant in today's tech-savvy online business world. But new-school techniques alone have proven to not be able to provide the answers. The key to your success is to learn how to unleash a killer combination of old and new sales strategies.

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## PEOPLE FOLLOW YOU

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### THE REAL SECRET TO WHAT MATTERS MOST IN LEADERSHIP

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John Wiley & Sons Ultimately, people follow people that they like, trust, and believe in. Understand how to build stronger relationships with direct and indirect reports that lead to loyalty, higher productivity, and long-term development. Practical lessons help managers employ winning interpersonal skills to move others to take action.

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### AWESOMELY SIMPLE

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### ESSENTIAL BUSINESS STRATEGIES FOR TURNING IDEAS INTO ACTION

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John Wiley & Sons The six core strategies to elevate any business-and how to implement them-made simple What do the world's most successful companies and organization have in common? And what can you actually take away and use from their examples? Distilling the best fundamental business strategies, trusted advisor and strategist John Spence helps you take a hard look at your business and together develop specific plans and action steps that will allow you to dramatically improve the success of your company. Delivered in Spence's approachable and straightforward manner, Awesomely Simple reveals the six key strategies that create a foundation for achieving business excellence: Vivid Vision, Best People, A Performance-Oriented Culture, Robust Communication, A Sense of Urgency, and Extreme Customer Focus. Filled with case studies and clear action items, includes easy-to-follow guidelines for implementing the strategies in any organization no matter its mission or size After concisely breaking down each strategy, Spence gives specific examples, tips, tools, discussion questions and exercises for how to execute them successfully A perfect resource for business leaders, Awesomely Simple will help you turn ideas into positive action and achieve lasting business success.

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### AGILE SELLING

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### GET UP TO SPEED QUICKLY IN TODAY'S EVER-CHANGING SALES WORLD

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Penguin Sales expert Jill Konrath offers powerful strategies for sales proficiency in ever-changing situations. When sales people are promoted, change jobs, or face new business environments, they inevitably need to learn new skills quickly. This rapid change is often overwhelming, and sellers face an intense pressure from their bosses to deliver immediate results. Their livelihoods are totally dependent on their ability to get up to speed quickly. Sales guru Jill Konrath offers both new and experienced salespeople a plan for rapidly absorbing new information and mastering new skills by becoming agile sellers. Readers will learn the mindsets, learning strategies and habits that they can use in crazy-busy times to start strong and stay nimble. From time management tools to personal motivation, creativity, and gamification strategies, Konrath teaches sellers how to get more done in less time, regardless of the environment. To succeed in today's sales world, having go-to systems for rapid information and skill acquisition isn't only useful, but absolutely required. Konrath focuses on the meta-skills that will get sellers to high levels of sales and proficiency - and ultimately mastery - much faster than their usual methods. Readers who loved the no-nonsense advice in SNAP Selling and Selling to Big Companies will find Agile Selling equally valuable.

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### SOCRATIC SELLING: HOW TO ASK THE QUESTIONS THAT GET THE SALE

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McGraw Hill Professional Build a relationship with your customers and close the sale more surely. The Socratic approach respects the power of the customer. The customer has the need, the power, and the decision-making authority. Socratic Selling shows you how to access that power, to cooperate with it, and to make it work for you. Inside you will discover how to: Open a sales dialogue dynamically, so that you and your customer go right to the heart of the matter Guide the dialogue through a discovery of needs and needed decisions Negotiate objections, and close effectively Uncover the motivators that move sales to more predictable closure

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### SMART CALLING

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### ELIMINATE THE FEAR, FAILURE, AND REJECTION FROM COLD CALLING

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John Wiley & Sons

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## **THE SPIN SELLING FIELDBOOK: PRACTICAL TOOLS, METHODS, EXERCISES AND RESOURCES**

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McGraw Hill Professional Put into practice today's winning strategy for achieving success in high-end sales! The SPIN Selling Fieldbook is your guide to the method that has revolutionized big-ticket sales in the United States and globally. It's the method being used by one-half of all Fortune 500 companies to train their sales forces, and here's the interactive, hands-on field book that provides the practical tools you need to put this revolutionary method into action immediately. The SPIN Selling Fieldbook includes: Individual diagnostic exercises Illustrative case studies from leading companies Practical planning suggestions Provocative questionnaires Practice sessions to prepare you for dealing with challenging selling situations Written by the pioneering author of the original bestseller, SPIN Selling, this book is aimed at making implementation easy for companies that have not yet established SPIN techniques. It will also enable companies that are already using the method to reinforce SPIN methods in the field and in coaching sessions.

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## **BE OBSESSED OR BE AVERAGE**

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Penguin From the millionaire entrepreneur and New York Times bestselling author of The 10X Rule comes a bold and contrarian wake-up call for anyone truly ready for success. One of the 7 best motivational books of 2016, according to Inc. Magazine. Before Grant Cardone built five successful companies (and counting), became a multimillionaire, and wrote bestselling books... he was broke, jobless, and drug-addicted. Grant had grown up with big dreams, but friends and family told him to be more reasonable and less demanding. If he played by the rules, they said, he could enjoy everyone else's version of middle class success. But when he tried it their way, he hit rock bottom. Then he tried the opposite approach. He said NO to the haters and naysayers and said YES to his burning, outrageous, animal obsession. He reclaimed his obsession with wanting to be a business rock star, a super salesman, a huge philanthropist. He wanted to live in a mansion and even own an airplane. Obsession made all of his wildest dreams come true. And it can help you achieve massive success too. As Grant says, we're in the middle of an epidemic of average. The conventional wisdom is to seek balance and take it easy. But that has really just given us an excuse to be unexceptional. If you want real success, you have to know how to harness your obsession to rocket to the top. This book will give you the inspiration and tools to break out of your cocoon of mediocrity and achieve your craziest dreams. Grant will teach you how to: · Set crazy goals—and reach them, every single day. · Feed the beast: when you value money and spend it on the right things, you get more of it. · Shut down the doubters—and use your haters as fuel. Whether you're a sales person, small business owner, or 9-to-5 working stiff, your path to happiness runs through your obsessions. It's a simple choice: be obsessed or be average.

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## **NEW SALES. SIMPLIFIED.**

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## **THE ESSENTIAL HANDBOOK FOR PROSPECTING AND NEW BUSINESS DEVELOPMENT**

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AMACOM No matter how much repeat business you get from loyal customers, the lifeblood of your business is a constant flow of new accounts. Packed with tested strategies and anecdotes, New Sales. Simplified. offers a proven formula for prospecting, developing, and closing deals. With refreshing honesty and some much-needed humor, sales expert Mike Weinberg examines the critical mistakes made by most salespeople and executives, then provides tips to help you achieve the opposite results. In New Sales. Simplified., you will learn how to: Identify a strategic list of genuine prospects Draft a compelling, customer focused "sales story" Perfect the proactive telephone call to get face to face with more prospects Use email, voicemail, and social media to your advantage Prepare for and structure a winning sales call Make time in your calendar for business development activities New Sales. Simplified. is about overcoming and even preventing buyers' anti salesperson reflex by establishing trust. This book will help you choose the right targets and build a winning plan to pursue them. Named by Hubpot as a Top 20 Sales Book of All Time, this easy-to-follow guide will remove the mystery surrounding prospecting and have you ramping up for new business.

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## **SALES DEVELOPMENT**

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Createspace Independent Publishing Platform Sales development is one of the fastest growing careers in the United States. It is fast-paced, often on the leading edge of technology, and people in the role have the possibility of making a ton of money! Unlike accounting, medicine, or law, most salespeople do not study their profession in college. Instead, they are tossed into the fray without much training, context, or support, and are left to sink or swim. This method proves neither efficient nor effective for the individual or the company. Sales Development is written specifically for the job seeker or individual contributor who has aspirations of success in a sales development role, and beyond. This is your personal guidebook to the how, why, and what-to-do's of the sales development profession. Written practically and tactically, this book shows you how to get the job, how to perform, and how to position yourself for advancement. Based upon ten years of teaching sales development representatives in the fastest-growing companies in the United States, this book will

launch you on your path to becoming a rock star.

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### **THE NEVER COLD CALL AGAIN ONLINE PLAYBOOK**

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### **THE DEFINITIVE GUIDE TO INTERNET MARKETING SUCCESS**

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John Wiley & Sons An all-in-one guide to online marketing from the New York Times bestselling author of Never Cold Call Again In Never Cold Call Again, Frank Rumbauskas shows salespeople how to achieve sales greatness without using those dreaded old tactics like cold calling. Now, in The Never Cold Call Again Online Playbook, he gives small business owners, independent professionals, and entrepreneurs a complete, all-in-one guide to the best practices of effective online marketing. The best marketers know all the secrets of using the Internet to fuel business growth. With The Never Cold Call Again Online Playbook, you'll have access to all the best proven Internet marketing wisdom, tactics, strategies, and tools. You'll learn how to develop a complete online marketing system that boosts sales and brings in customers galore. A comprehensive toolkit for creating a complete, powerful, and effective online marketing program for your business Written by online marketing guru Frank Rumbauskas, bestselling author of Never Cold Call Again and Selling Sucks A revolutionary system for increasing sales without tired old selling tactics that no longer work anyway How to explode your business with social media sites like Twitter and Facebook For anyone who owns or operates a business and wants to increase their sales, profits, and visibility online, The Never Cold Call Again Online Playbook is the ultimate practical resource.

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### **THE SALES DEVELOPMENT PLAYBOOK**

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### **BUILD REPEATABLE PIPELINE AND ACCELERATE GROWTH WITH INSIDE SALES**

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A book to help companies find customers and create repeatable sales by developing effective inside sales organizations and development strategies.

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### **THE CERTIFIABLE SALESPERSON**

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### **THE ULTIMATE GUIDE TO HELP ANY SALESPERSON GO CRAZY WITH UNPRECEDENTED SALES!**

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John Wiley & Sons "If you are a salesperson, you will find yourself in this book. Treat it like your road map to success and you will be a professional salesperson." - Willis Turner, CSE President, Sales and Marketing Executives International, Inc. "This action-oriented book covers the best practices of top sales performers in all critical areas. The lessons are easy to learn and they will help you forge more rewarding customer relationships, a higher income, and a richer career satisfaction. A must-read for any salesperson who wants to improve and reach the next level of success." - Gerhard Gschwandtner, founder and Publisher, Selling Power magazine "As a professor teaching MBA students for twenty years, I encourage everyone in management to make this required reading for their sales teams." - Dr. Michael Russell, Chairman of the Marketing Dept., St. Bonaventure University "Each page is full of ideas for instant sales and commissions!" - Anthony Parinello, author of Secrets of VITO: Think and Sell Like a CEO