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THE INFINITE PIPELINE: HOW TO MASTER SOCIAL MEDIA FOR BUSINESS-TO-BUSINESS SALES SUCCESS: SALES PERSON EDITION



Social Media Performance Group. Paperback Condition New. 196 pages. Many sales people, particularly in business-to-business categories, may think that social media is a consumer plaything and not well-suited for use in business, and especially in sales. The Infinite Pipeline demonstrates that social selling is real, its here, and sales people can learn social sales techniques to improve their effectiveness. The book describes the Infinite Pipeline Sales Development Process, which enables B2B sales people to use social media to create online...

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- Authored by Ken Morris
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