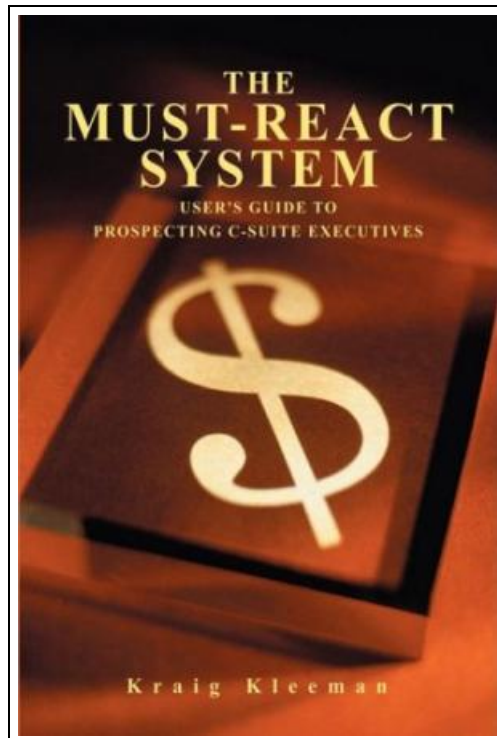# The Must-React System: User s Guide to Prospecting C-Suite Executives (Paperback)

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Reviews

Certainly, this is the finest work by any article writer. It really is full of wisdom and knowledge You will not sense monotony at at any time
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(Marion Mann DDS)

THE MUST-REACT SYSTEM: USER S GUIDE TO PROSPECTING C-SUITE EXECUTIVES (PAPERBACK)

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iUniverse, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Every company that wants to continue growth needs their sales team to be proficient in finding and closing net-new opportunities. But, unfortunately, most sales persons are not good at gaining new business, much less performing even the most basic prospecting practices. There are a multitude of reasons for this phenomenon. But the biggest reason is that sales professionals are untrained in vital cold-calling techniques. Especially in the realm of cold-calling and prospecting. Further, there is a culture of sales resistance that exists, and few sales professionals are equipped to penetrate it. The Must-React System is written help all sales professionals master the art of persuasion, and especially in the important area of cold-calling, prospecting, sales pipeline development.

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