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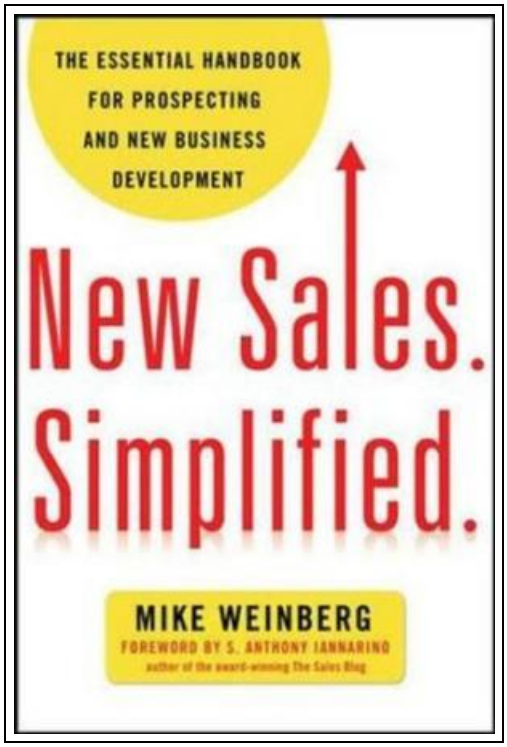

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(Mrs. Shanna Mann)

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Amacom. Paperback. Book Condition: new. BRAND NEW, New Sales, Simplified: The Essential Handbook for Prospecting and New Business Development, Mike Weinberg, No matter how much repeat business you get from loyal customers, the lifeblood of your business is a constant flow of new accounts. Whether you're a sales rep, sales manager, or a professional services executive, if you are expected to bring in new business, you need a proven formula for prospecting, developing, and closing deals. "New Sales. Simplified." is the answer. You'll learn how to: identify a strategic, finite, workable 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; overcome-even prevent - every buyer's anti-salesperson reflex; build rapport, because people buy from people they like and trust; prepare for and structure a winning sales call; stop presenting and start dialoguing with buyers; make time in your calendar for business development activities; and much more. Packed with examples and anecdotes, "New Sales. Simplified." balances a blunt (and often funny) look at what most salespeople and executives do wrong with an easy-to-follow plan for ramping up new business starting today.

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