



## Lean Selling: Slash Your Sales Cycle and Drive Profitable, Predictable Revenue Growth by Giving Buyers What They Really Want (Paperback)

By Robert J Pryor

AUTHORHOUSE, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpts of Advance Praise for Lean Selling Lean Selling is the most important sales management book of the last 25 years. It shows us why 90 of today s sales processes are broken. This book will change forever the way you sell and manage. Al Davidson President, Strategic Sales Marketing, Inc. Most sales leaders struggle to get their entire sales team to perform at the level of their A-Players. Too many sales books focus on trying to change a salesperson s behavior to achieve this. Robert Pryor s book focuses on defining a sales process to yield consistent sales results for your company s product or solution. Lean Selling provides the tools you require to define then refine your sales process as market and competitive conditions change. The end result is achieving both predictable sales and customer satisfaction. Craig Jack Former Managing Client Partner, Verizon Enterprise Solutions Former Managing Director, KPMG Consulting Robert Pryor has written a book on a subject already covered by tons of books over the years but managed to give it a twist that makes it very engaging and...



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