

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

A concrete framework for engaging today's buyer and building relationships Social Selling Mastery provides a key resource for sales and marketing professionals seeking a better way to connect with today's customer. Author Jamie Shanks has personally built Social Selling solutions that shows you how to capture the mindshare of business leadership and turn relationships into sales. The key is to reach the buyer where they're conducting due diligence—online. The challenge is then to strike the right balance, and be seen as a helpful resource that can guide the sale. This is a concrete Social Selling curriculum that teaches you everything you need to know in order to leverage the new business environment into top sales figures. Beginning with the big picture and gradually honing the focus, you'll learn the techniques that will change your entire approach to media marketing. It's a different approach, more one-to-one rather than one-to-many. It's these personal relationships that build revenue, and this book helps you master the methods today's business demands. Reach and engage customers online Provide value and insight into the buyer's buying process Selling tactics Develop the relationships that lead to sales Today's buyers are engaging sales professionals much later in the buying process, but 74 percent of deals go to the sales professional who was first to engage the buyer and provide helpful insight. The sales community has already leveraged Social Selling as a means of engagement, but many more are stuck doing "random acts of social," unsure of how to proceed. Social Selling Mastery provides a bridge across the skills gap, with essential guidance on selling to the modern buyer.

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 with the customer, 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 response is never 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!

The Ultimate Solution To Stop The Unending Follow Up Cycle Once And For All! Imagine Closing 80-90% Of Your Prospects On Your First Call... Without Call Backs Or Having To Negotiate Price. One Call Closing Reveals How To Do This. Have you ever had a prospect give you any of the following? "I need to talk to my lawyer/brother/spouse before I go ahead with this" "I can't afford it" "I can buy it cheaper at (your nasty competitor)" "We always sleep on it before we decide" Are you tired of talking to prospects that won't ever buy, and string you along? Does it make you feel like a game, I'll get the next one"? That all ends now. Start Increasing Your Sales by 200-500% The Insider's Guide To Closing Sales: Secrets Your Sales Manager Will Never Tell You And Probably Doesn't Know. You have been lied to by Sales Trainers and Sales Gurus. Stop listening to Sales Trainers' dreams. Stop reading sales books by authors who have never made a sale. Inside you'll discover: The closing myths sales trainers tell you that are hurting your sales How to prepare the customer to buy, even before they see you. The best way to discuss price, and when to bring up price they won't buy. You're doing it now. How to handle competition, and make it irrelevant When to answer objections. It's not what you've been taught. All the questions you need to ask for the customer to close themselves. And yes..... The Single Most Profitable Answer To Any Buyer's Objection book is proven in the field. Everything taught has been used successfully in thousands of sales presentations. Everything you read here works. Most sales books are like digging a ton of dirt for a few nuggets of gold. If you seriously want to increase your sales, and make closing deals easier, this is the book you need. "The Only Thing You Won't Be Able To Close...Is This Book"

Being an agile seller virtually guarantees a prosperous career. When salespeople are promoted, switch jobs, or face new business conditions, they need to learn lots of new information and skills quickly. It's a daunting task, compounded by the fact that they're under intense pressure to sell. Agile selling is the ability to quickly learn all this new info and then leverage it for maximum impact. Having an agile mindset, one that keeps you going through challenging times, is the crucial starting point. You also need a rapid-learning plan that helps you establish situational awareness with your customers in just thirty days. In Agile Selling, you'll discover numerous strategies to help you become an overnight sales expert, slashing your path to proficiency. Jill Konrath's fresh sales strategies, provocative insights, and practical advice help sellers win business with today's customers.

Combo Prospecting

People Love You

75 Ways to Master Cold Calling, Sharpen Your Unique Selling Proposition, and Close the Sale

Getting the Customer to Yes: How Problem-Centric Selling Increases Sales by Changing Everything You Know About Relationships, Overcoming Objections, Closing and Price

Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal

Predictable Prospecting: How to Radically Increase Your B2B Sales Pipeline

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.

Praise for Exceptional Selling "Thull's leading-edge thinking makes this book extraordinary. This straightforward guide to communicating across all cultures with credibility and respect will give you a significant competitive advantage in a complex and crowded global marketplace." —Guenther Lauber, Vice President, Siemens Energy & Automation, Inc., EA Systems "Exceptional Selling may be one of the most important books written on sales and marketing communications for high stakes sales. It shows you how to stand apart from your competition, communicate with great clarity, and position your solution as the most compelling choice for the long term." —Rob Mancuso, Senior Vice President, Investors Financial Services Corp. "Thull has taken consultative and collaborative sales to new heights. The knowledge in this book is priceless. The trust and respect created by the diagnostic process is a must-have for success here in Asia and around the globe. It enables us to differentiate ourselves early and achieve long-lasting success." —Ray Chong Siew, Major Customer Director, North Asia, BOC Gases "Having achieved exceptional success by working with Thull and implementing the strategy and process in his first two books, I'm astounded that his leading-edge thinking is captured in yet more detail in another brilliant book. The conversation examples of his powerful diagnostic approach will bring even greater success to our organization. Truly exceptional!" —Alberto Chacin, Director of On Demand Services LAD, Oracle USA "Exceptional Selling is a dramatic departure from the vast majority of sales books. It scares me to see all the ways in which we can self-sabotage our sales opportunities-but that's only chapter one. Throughout the book, Thull describes compelling examples of how to succeed in a cluttered marketplace." —Steven Rodriguez, Senior Vice President, Ceridian Corporation "Thull has again extended the concepts and thinking he developed in The Prime Solution and Mastering the Complex Sale. This is an essential read for anyone working to understand his customers in a complex world." —Wayne Hutchinson, Vice President of SalesMarketing and Consulting, Shell Global Solutions International B.V.

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.

The Revolutionary Sales Approach Scientifically Proven to Dramatically Improve Your Sales and Business Success Blending cutting-edge research in social psychology, neuroscience, and behavioral economics, The Science of Selling shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld’s evidence-based approach connects the dots between science and situations salespeople and business leaders face every day to help you consistently succeed, including proven ways to: - Engage buyers’ emotions to increase their receptiveness to you and your ideas - Ask questions that line up with how the brain discloses information - Lock in the incremental commitments that lead to a sale - Create positive influence and reduce the sway of competitors - Discover the underlying causes of objections and neutralize them - Guide buyers through the necessary mental steps to make purchasing decisions Packed with advice and anecdotes, The Science of Selling is an essential resource for anyone looking to succeed in today’s cutthroat selling environment, advance their business goals, or boost their ability to influence others. **Named one of The 20 Most Highly-Rated Sales Books of All Time by HubSpot

SNAP Selling

The Real Secret to What Matters Most in Leadership

One Call Closing

Simplified : the Essential Handbook for Prospecting and New Business Development

The Ultimate Book of Sales Techniques

New Sales

The Real Secret to Delivering Legendary Customer Experiences

The first ever playbook for B2B salespeople on how to win clients and customers who are already being serviced by your competition, from the author of The Only Sales Guide You'll Ever Need and The Lost Art of Closing. Like it or not, sales is often a zero-sum game: Your win is someone else's loss. Most salespeople work in mature, overcrowded industries, your offerings perceived (often unfairly) as commodities. Growth requires taking market share from your competitors, while they try to do the same to you. How else can you grow 12 percent a year in an industry that's only growing by 3 percent? It's not easy for any salesperson to execute a competitive displacement—or, in other words, "eat their lunch." You might think this requires a bloodthirsty "whatever it takes" attitude, but that's the opposite of what works. If you act like a Mafia don, you only make yourself difficult to trust and impossible to see as a long-term partner. Instead, this book shows you how to find and maintain a long-term competitive advantage by taking steps like: • ranking prospective new clients not by their size or convenience to you, but by who stands to gain the most from your solution. • understanding the different priorities for everyone in your prospect's organization, from the CEO to the accountants, and addressing their various concerns. • developing a systematic contact plan for all those different stakeholders so you can win over the right people at the organization in the optimal sequence. Your competitors may be tough, but with the strategies you'll discover in this book, you'll soon be eating their lunch.

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 roof of all success in sales is a fanatical focus on prospecting, they waste time tilting at windmills in 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.

Military Recruiting is a war. It's just a different kind of war than what you were prepared and trained to fight. 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, 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, asymmetric battle field, to win, you must operate 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 starting 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, Job 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.

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.

Web Search Secrets for the Inside Info on Companies, Industries, and People

Smart Calling

The Powerful One-Two Punch That Fills Your Pipeline and Wins Sales

Get Up to Speed Quickly in Today's Ever-Changing Sales World

Take the Cold Out of Cold Calling

High-Profit Prospecting

The Ultimate Guide to Leveraging High-Impact Prospecting to Engage Qualified Applicants, Win the War for Talent, and Make Mission Fast

Remote learning has been around since the 18th century. Caleb Phillips began advertising correspondence courses in the Boston Gazette in 1728 allowing people, for the first time, to learn new skills no matter where they lived. For the past 300 years, virtual training, in its various formats, has been meandering into shore on an inevitable yet slow building tide. And then, just like that, everything changed. A global pandemic. Social distancing. Working from home. In an instant, the tide became a tsunami. The global pandemic accelerated the broad adoption of virtual instructor led training along with awareness that classroom-based training is often expensive, inefficient, and fails to deliver a fair return on investment. While it is certainly more challenging to re-create the collaborative environment of the physical classroom in a virtual setting, virtual training combines the structure, accountability, and social learning benefits of classroom training with speed, agility, and significant cost savings. Simply put, virtual training enables organizations to rapidly upskill more people, while generating a far higher return on the training investment. Virtual training is also green. Studies indicate that virtual training consumes nearly 90% less energy and produces 85% fewer CO2 emissions than classroom training. Still, the biggest challenge with virtual training, and the reason there has been so much resistance to it, is historically the experience has been excruciating. Not the quality of the curriculum or content. Not the talent of the trainer. The learning experience. There are few people who haven't had the pleasure of sitting through agonizing virtual training sessions. Death by voice over PowerPoint, delivered by a disengaged instructor, has an especially bitter flavor. It is the way virtual training is delivered that matters most. When the virtual learning experience is emotionally positive: Participants are more engaged, embrace new competencies, and knowledge sticks Participants are more likely to show up to class and be open to future virtual training Trainers enjoy their work and gain fulfillment from making an impact Leaders book more virtual training Organizations more readily blend and integrate virtual training into learning & development initiatives This is exactly what this book is about. Virtual Training is the definitive guide to delivering virtual training that engages learners and makes new skills and behavioral changes stick. Job Blount, one of the most celebrated trainers and authors of our generation, walks you step-by-step through the seven elements of effective, engaging virtual learning experiences. Trainer Mindset & Emotional Discipline Production & Technology Media & Visuals Virtual Curriculum & Instructional Design Planning & Preparation Virtual Communication Skills Dynamic & Interactive Training Delivery As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence in your ability to effectively deliver training in a virtual classroom. Once you master virtual training delivery and experience the power of remote learning, you may never want to go back to the physical classroom again.

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.

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.

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 moreFor the salesperson, prospecting is still king. Take back control of your pipeline for success!

Virtual Selling

The Ultimate Guide for Mastering The Art and Science of Getting Past No

Fanatical Prospecting Field Guide

The Real Secret to what Matters Most in Business

Agile Selling

How Ultra High Performers Leverage Sales-Specific Emotional Intelligence to Close the Complex Deal

The Ultimate Guide to Help Any Salesperson Go Crazy with Unprecedented Sales!

In the high-pressure quest to make a sale, acquire a contract, and beat out other bidders, sales professionals frequently resort to cutting prices, offering discounts, or making other concessions that cut into their operating marginsushort-term strategies that are destructive to the long-term sustainability of their business. High-Profit Selling helps readers understand that their sales goal shouldn't simply be to sell more, but to sell more at a higher priceand that success comes only to those focused on profitable sales.ð This eye-opening book shows readers how to: Avoid negotiating ð Actively listen to customers ð Match the benefits of their product or service with the customer's needs and pains ð Confidently communicate value ð Successfully execute a price increase with existing customers ð 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. This powerful guide helps move readers toward a profit-centered approach that will strength en their relationships and increase their bottom line.

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

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 to 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.

"Includes Online Resource Center"--Cover.

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

Exceptional Selling

High-Profit Selling

The Art of Conducting Powerful Virtual Training that Engages Learners and Makes Knowledge Stick

How the Best Connect and Win in High Stakes Sales

INKED

Summary & Analysis of Fanatical Prospecting

In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of The Social Employee, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. The New Marketing, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can't predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

Shares examples and anecdotes and offers a framework to successfully develop new business.

Want More Real Estate Listings? Then go directly to the source...knock and ask home owners when they plan to move. Sounds simple, right? But of course the devil is in the details: what to say, how to dress, how to get them to talk, how to track results, how to get motivated, how to improve results, what to hand out, how to handle rejection, how to follow up, and most importantly, how to convert leads to appointments. This book was born of experience, not theory. The information comes from both successful and failed door-to-door real estate prospecting efforts. In these pages, you'll see how some agents make over half a million dollars a year from door knocking, and you'll see how others struggle -- giving you a chance to learn from their mistakes. You'll see how new agents got started, and how long it took them to get their first listing. You'll discover what's hard, and how to make it easy. Most importantly, you'll see that it is both possible and realistic to use door knocking as a real estate prospecting approach to generate 10 to 20 listings per year.

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.

The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, Email, Text, and Cold Calling

The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, E-mail, Text, and Cold Calling

People Follow You

Virtual Training

Winning Customers Away from Your Competition

The Ultimate LinkedIn Sales Guide

Sales EQ

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 are 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.

Selling is tougher than ever before. Potential customers are under extreme pressure to do more with less money, less time, and fewer resources, and they're wary of anyone who tries to get them to buy or change anything. Under such extreme conditions, yesterday's sales strategies no longer work. No matter how great your offering, you face the daunting task of making yourself appear credible, relevant, and valuable. Now, internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments, speed up decisions, and win sales with these short-fused, frazzled customers. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP Rules: -Keep it Simple: When you make things easy and clear for your customers, they'll change from the status quo. -Be invaluable: You have to stand out by being the person your customers can't live without. -Always Align: To be relevant, make sure you're in synch with your customers' objectives, issues, and needs. -Raise Priorities: To maintain momentum, keep the most important decisions at the forefront of their mind. SNAP Selling is an easy-to-read, easy-to-use guide for any seller in today's increasingly frenzied environment.

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.

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:

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Social Selling Mastery

How to Use Digital and Social Selling to Turn LinkedIn into a Lead, Sales and Revenue Generating Machine

How to Win in the Digital Age

Fanatical Military Recruiting

Speed Up Sales and Win More Business with Today's Frazzled Customers

Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales Results

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

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.

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!

"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 Gschwandner, 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

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).

Objections

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

Scaling Up Your Sales and Marketing Machine for the Digital Buyer

A Quick-Start Guide to Leveraging Video, Technology, and Virtual Communication Channels to Engage Remote Buyers and Close Deals Fast

SUMMARY: Fanatical Prospecting

Door to Door Real Estate Prospecting

Be Obsessed or Be Average

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 that 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.

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.

The Ultimate Guide to Powerful Closing and Sales Negotiation Tactics that Unlock YES and Seal the Deal

Win the Sale Without Compromising on Price

People Buy You

Eat Their Lunch

Fanatical Prospecting

The Science of Selling

Eliminate the Fear, Failure, and Rejection From Cold Calling