

High Profit Prospecting Powerful Strategies To Find The Best Leads And Drive Breakthrough Sales Results

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, Job 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. Job 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). Sales have changed in the last 30 years. Gone are the days of manipulative and pushy salespeople who rely on charm to get sales. Selling From The Heart is the new economy where relationships matter and old-school techniques just don't work anymore. Relationships are what will fuel your sales funnel and allow you to reach your sales goals. Social media is a great place to develop those relationships that lead to sales and Larry teaches you how to do in a natural way. Let Larry Levine show you how not to only be yourself, but your best self and succeed! In this powerful book, Larry Levine challenges modern myths about how to approach buyers and close the sale. He deftly shows you how, in a world suffering from information overload and technology fatigue, sales professionals who demonstrate authenticity and empathy gain an unbeatable competitive edge. Job Blount, CEO SalesGravy.com and Author of Sales EQ Too many of us (salespeople) look outward for success and in the most brilliant, down to earth way, Selling From The Heart reminds us that our success starts within, not out. In a world of copycats, Larry Levine, with a softness of a benevolent mentor and the disarming approach of Fred Rogers, stresses that we can't win as a copy, but only as an original. "Be YOU!" The best message the sales world has received in a long time. Keenan, CEO of A Sales Guy Selling from the Heart is not really a book about sales. It's a book about YOU. This is the ultimate playbook for showing up as yourself, so you can increase your sales. Deb Calvert, author of DISCOVER Questions® and co-author of Stop Selling & Start Leading Real sales, real world, real life. Larry Levine shares what it takes to be an authentically successful salesperson. Selling From The Heart will have you probing your own heart, and when you read and apply the lessons from the book, you'll find yourself seeing authentically. Mark Hunter, CSP, "The Sales Hunter" author of High-Profit Prospecting and High-Profit Selling Selling From The Heart is powerful, refreshing, and...authentic! Larry Levine and this new book are a breath of much-needed fresh air. He's the most honest sales selling expert in the business, and this book is exactly what sellers need today. Larry shares wisdom from his years of successful experience, with both blunt truth and effective advice. You will love his writing style, stories, and most of all, the increased sales from implementing his advice! Mike Weinberg, author of New Sales Simplified, and Sales Management Simplified. In sales, the heart always comes before the head. What I love and admire most about Larry Levine is that he sees the potential in all of us and compels us to act with heart and authenticity. In Selling From The Heart, Larry draws upon the wisdom that is both timeless and relevant. Read it and increase your sales, but more importantly, connect with yourself and live a more meaningful life. Shari Levitin, Founder, and CEO of Levitin Group and author of Heart and Sell-10 Universal Truths Every Salesperson Needs to Know, 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. 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 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. Job 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, Job Blount's Virtual Selling puts the same strategies employed by his clients—who's who of the world's most prestigious organizations—right into your hands.*

New Sales

Sales Truth

Winning Customers Away from Your Competition

Money Honey

Cold Calls, Commissions, and Caffeine Addiction—The Real Truth About Life in Sales

Sales EQ

19 Powerful Strategies to Win More Deals at the Prices You Want

Eat Their Lunch

Cold calling is one of the most awkward -- and unsuccessful -- ways to obtain clients in business. Now Joanne S. Black shares her proven 5-step Referral Selling system, so no businessperson ever has to make a cold call again. In this unique and practical guide, Black offers a tutorial on how to differentiate your business from your competitors, make favorable impressions on current clients so they'll refer their acquaintances, and set a "hook" that will leave them wanting more. NO MORE COLD CALLING provides selling scripts, presentation techniques, troubleshooting advice, and a host of helpful insights to increase any sales force's productivity.

Packed with examples and anecdotes, Sales Management. Simplified, offers a proven formula for prospecting, developing, and closing deals—in your time, on your terms. Why do sales organizations fail so often? Every day, expert consultants like Mike Weinberg are called on by companies to find the answer - and it's one that may surprise you. Typically, the issue lies not with the sales team but with how it is being led. Through their attitude and actions, senior executives and sales managers unknowingly undermine performance. Weinberg tells it straight by calling out the problems plaguing sales forces and the costly mistakes made by even the best-intentioned sales managers. The good news is that with the right guidance, results can be transformed. In Sales Management. Simplified., Weinberg teaches managers how to: Implement a simple framework for sales leadership Foster a healthy, high-performance sales culture Conduct productive meetings Put the right people in the right roles Retain top producers and remediate underperformers Point salespeople at the proper targets Blending blunt, practical advice with funny stories from the field, Sales Management. Simplified. delivers the tools every sales manager needs to succeed. Managing sales doesn't have to be complicated, and the solution starts with you!

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 get 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 makes 21st century business. Offers 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.

Lying customers. Changing quotas. Soul-crushing management. PSSD-inducing pressure (Post Sales Stress Disorder). What 's not to love about the world of sales? (Oh, and don't forget about your jittery hands from all the coffee you have to drink to make it through the day.) Seriously, though, sales doesn't have to be so bad. You just need this humorous yet practical guide to show you how to: Overcome objections without tears (yours and theirs) Get out of a sales slump... legally! Cold call without needing sedatives Beg for referrals (yes, beg)! Spot common types of customers, coworkers, and managers! Maintain a social life (mission impossible?) And much, much more! Complete with quizzes, lists, real-world advice, and all the dos and don'ts that have popped up thus far in the sales world, The Sales Survival Handbook offers you everything you need to survive the agony and enjoy the ecstasy of your sales career.

High-Profit Selling

Consultative Selling

The Sales Survival Handbook

Power Strategies for Finding, Keeping, and Growing Profitable Clients

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

The Straight Truth About Getting Exceptional Results from Your Sales Team

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

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

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 of people who prospect is far greater than the number of people who sell. The 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, Job 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, Job 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!

The Maverick Method is a powerful and unique selling method that provides the complete picture of how complex sales work. The Method has been researched, developed and practiced over a twenty-year period. We have studied and modeled over one hundred of the most successful salespeople. Unlike other selling methods the Maverick Method has been proven by salespeople on the front lines of the most difficult selling environments imaginable. The Mavericks that we have modeled have been able to create new markets, dominate their market segments and marginalize their competitors. What you will learn from the Maverick Selling Method: How a complex sale really works How to control the buying process How to customize your selling process for your unique product How to set and change the rules that will justify the buying decision How to marginalize any competitor How to close the deal in a predictable manner before your competitor even knows they have lost What Mavericks do differently How you become a Maverick

The revised and updated edition of the book that changed the way you think about trading In the Second Edition of this groundbreaking book by star trader Jeff Greenblatt, he continues to shares his hard-won lessons on what it takes to be a professional trader, while detailing his proven techniques for mastering market timing. With the numerous case studies and charts, Greenblatt develops his original high-probability pattern recognition system which, once mastered, endows its user with a deeper understanding of how the markets really work and boosts the efficiency of any trading methodology. Following in the footsteps of the great W.D. Gann, Jeff Greenblatt helps investors gain greater precision with any instrument they trade, during any time frame. Shows how to combine a variety of technical indicators to pinpoint turning points in the financial markets Makes even the most complex subject matter easy to understand with crystal-clear explanations and step-by-step guidance on all concepts, terms, processes, and techniques Reveals how to use Elliott Wave Analysis, Fibonacci, candlesticks, and momentum indicators to interpret market movements Breakthrough Strategies for Predicting Any Market shares fascinating and enlightening personal anecdotes from Jeff Greenblatt's career along with his candid reflection on developing and maintaining the mental discipline of a successful trader.

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 are often a zero-sum game: Your win is someone else's loss. Most salespeople work in mature, overregulated 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 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.

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

Sales Differentiation

The Maverick Selling Method

Win the Sale Without Compromising on Price

The Only Sales Guide You'll Ever Need

How Your Authentic Self Sells You!

A Mind for Sales

The Secret Weapon That Can Solve Your Toughest Sales Challenges

The USA Today bestseller by the star sales speaker and author of The Sales Blog that reveals how all salespeople can attain huge sales success through strategies backed by extensive research and experience. Anthony Iannarino never set out to become a salesman, let alone a sales manager, speaker, coach, or writer of the most prominent blog about the art and science of great selling. He fell into his profession by accident, as a day job while pursuing rock-and-roll stardom. Once he realized he'd never become the next Mick Jagger, Iannarino turned his focus to a question that's been debated for at least a century: Why are a small number of salespeople in any field hugely successful, while the rest get mediocre results at best? The answer is simple: it's not about the market, the product, or the competition—it's all about the seller. And consequently, any salesperson can sell more and better, all the time. Over twenty-five years, Iannarino has boiled down everything he's learned and tested into one convenient book that explains what all successful sellers, regardless of industry or organization, share: a mind-set of powerful beliefs and a skill-set of key actions, including... • Self-discipline: How to keep your commitments to yourself and others. • Accountability: How to win the outcomes you sell. • Competitiveness: How to embrace competition rather than let it intimidate you. • Resourcefulness: How to bring your imagination, experience, and knowledge into unique solutions. • Storytelling: How to create deeper relationships by presenting a story in which the client is the hero and you are their guide. • Diagnosing: How to look below the surface to figure out someone else's real challenges and needs. Once you learn Iannarino's core strategies, picking up the specific tactics for your product and customers will be that much easier. Whether you sell to big companies, small companies, or individual consumers, this is the book you'll turn to again and again for proven wisdom, strategies, and tips that really work.

Are you ready for the secrets of a reliable, income-generating strategy in stock options? Then you are ready to learn about selling naked puts -- a conservative strategy that allows investors to earn premium on bullish and neutral stocks and acquire stock at a discount. You may have heard rumors that trading naked puts is risky, but these rumors are outdated; the reality is that naked puts have the same risk-reward tolerance as covered calls, one of the most conservative of strategies. The naked put position allows an investor to take advantage of a neutral to bullish market sentiment without actually buying shares of stock. This practical guidebook, rich with illustrations and theoretical and real life examples will help you: Learn general and specific rules for researching naked puts. Determine which stocks are most suitable for the naked put strategy. Learn focused criteria to help select the best trade for your goals. Gain management techniques and exit strategies for any situation. Start reading to discover how selling naked puts can generate income in your portfolio right now.

What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships—and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. They need to understand what top-performing reps are doing that their average performing colleagues are not. Drew Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one—the Challenger—delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

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 the most short-lived, 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.

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

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

The Paint-by-Numbers System to Write the Book of Your Dreams—Fast!

Predictable Prospecting: How to Radically Increase Your B2B Sales Pipeline

Agile Selling

Combo Prospecting

Virtual Selling

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 deliver immediate results. What Jill Konrath calls 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 credibility with your targeted or existing 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 crazy-busy prospects.

Let's face it: Adultery is hard, especially when it comes to money management. In Money Honey, former financial advisor Rachel Richards achieves the impossible by bringing humor and sass to the dreaded subject of personal finance. An avid investor and business owner, Rachel talks straight about how to attain financial freedom. You'll find no shortage of valuable nuggets in this tough-love guide that will teach you how to: •Double your income and halve your expenses •Consolidate your student loans and lower your interest rate •Open a brokerage account and make a trade so that you can start investing in the stock market •Allocate your money between debt payoff, short-term savings, and retirement...and lots more! Most importantly, you'll learn Rachel's 7 Simple Steps for getting your financial \$hit together. If you're ready to whip your finances into shape and have fun while doing so, this book is for you.

At 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 margins/short-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 price/and that success comes only to those focused on profitable sales. This eye-opening book shows readers how to: Avoid negotiating. Actively listen to customers. Match the benefits of their product or service with the customer's needs and pains. Confidentially communicate value. Successfully execute a price increase with existing customers. 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.

High-Profit Prospecting/Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales Results

High-Profit Prospecting: Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales Results

Revenue Growth Engine

Social Selling Mastery

5 Keys to Dramatically Increasing Sales and Commissions

The Breakthrough System That Will Leave Your Competition in the Dust

Scaling Up Your Sales and Marketing Machine for the Digital Buyer

42 Rules to Turn Prospects Into Customers

The Rainmaker's Toolkit

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

Buyers are evolving—and so should your prospecting. As a salesperson, your pipeline is the key to your success. No matter what changes, that remains the same. Top producers prospect—and they do IT ALL THE TIME. "But how?" you ask, "In the age of the Internet, isn't cold-calling dead?" Now, in his new book, sales expert Mark Hunter shatters costly prospecting myths and eliminates confusion about what works today. Merging new strategies with proven practices, High-Profit Prospecting 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 • Craft compelling emails • Use social media effectively • Leverage referrals • Get past gatekeepers and open new doors • Steer clear of prospecting pitfalls • Connect with the C-Suite • And more The Internet won't fill your sales funnel—and you can't rely on the marketing department for leads (not if you want to succeed). High-Profit Prospecting puts the power back where it belongs—in your hands. Follow its formula and start bringing in valuable new business.

A history of the most profitable company in the world, Saudi Aramco, and the story behind the family that ruthlessly maneuvered to control this multi-trillion dollar enterprise. The Saudi royal family and Aramco leadership are, and almost always have been, motivated by ambitions of long-term strength and profit. They use Islamic law, traditional ideology, and harsh justice to maintain stability and their own power, but underneath the thobes and abayas and behind the religious fanaticism and illiberalism lies a most sophisticated and ruthless business enterprise. Today, that corporation is poised to pull off the biggest IPO in history. Over more than a century, fed by ambition and oil wealth, al Saud, as the royal family is known, has come from next to nothing to rule as absolute monarchs, a contrast with the world around them and modernity itself. The story starts with Saudi Arabia's founder, Abdul Aziz, a lowly refugee embarking on a daring gambit to reconquer his family's ancestral home—the mud-walled city of Riyadh. It takes readers almost to present day, when the multinational family business has made al Saud the wealthiest family in the world and on the cusp of a new transformation. Now al Saud and its family business, Aramco, are embarking on their most ambitious move: taking the company public and preparing the country for the next generation.

Few professional firms are able to consistently grow their fees and profits. Based on the concept of relationship marketing, The Rainmaker's Toolkit gives readers the tools, techniques, and strategies to help win and close bigger deals, helping them dramatically increase the odds of success...and sustain that level of accomplishment from year to year. The Rainmaker's Toolkit helps readers identify and maximize the potential growth opportunities in their companies and gives them a step-by-step system for building a high-profit practice. The book shows readers how to: • Identify high-profit customers and build lifelong relationships with them • Stand out from competitors by differentiating their firm, services, and people • Build a million dollar referral network. Packed with more than 80 reproducible tools and templates, The Rainmaker's Toolkit shows how to find the gold hidden within every company.

How to Align Sales and Marketing to Accelerate Growth

Saudi, Inc.: The Arabian Kingdom's Pursuit of Profit and Power

Naked Puts

The New Handshake

No More Cold Calling(TM)

Objections

Selling from the Heart

How to Build Profitable Relationships to Close More Sales and Drive More Business

"If we don't drop our price, we will lose the deal." That's the desperate cry from salespeople as they try to win deals in competitive marketplaces. While the easy answer is to lower the price, the company sacrifices margin—oftentimes unnecessarily. To win deals at the prices you want, the strategy needed is differentiation. Most executives think marketing is the sole source of differentiation. But what about the sales function of the company? This commonly neglected differentiation opportunity provides a multitude of ways to stand out from the competition. This groundbreaking book teaches you how to develop those strategies. In Sales Differentiation, sales management strategist, Lee B. Salz presents nineteen easy-to-implement concepts to help salespeople win deals while protecting margins. These concepts apply to any salesperson in any industry and are based on the foundation that "how you sell, not just what you sell, differentiates you." The strategies are presented in easy-to-understand stories and can quickly be put into practice. Divided into two sections, the "what you sell" chapters help salespeople: Recognize that the expression "we are the best" causes differentiation to backfire. Avoid the introspective question that frustrates salespeople and ask the right question to fire them up. Understand what their true differentiators are and how to effectively position them with buyers. Find differentiators in every nook and cranny of the company using the six components of the "Sales Differentiation Universe." Create strategies to position differentiators so buyers see value in them. The "how you sell" section teaches salespeople how to provide meaningful value to buyers and differentiate themselves in every stage of the sales process. This section helps salespeople: Develop strategies to engage buyers and turn buyer objections into sales differentiation opportunities. Shape buyer decision criteria around differentiators. Turn a commoditized Request for Proposal (RFP) process into a differentiation opportunity. Use a buyer request for references as a way to stand out from the competition. Leverage the irrefutable, most powerful differentiator...themselves. Whether you've been selling for twenty years or are new to sales, the tools you learn in Sales Differentiation will help you knock-out the competition, build profitable new relationships, and win deals at the prices you want.

Would you like to grow revenue faster? Whether you own a company, lead a sales team, or work in marketing, we all share the same goal: revenue growth. Unfortunately, many companies are not growing as fast as they could be. You are running marketing campaigns. Your sales team is making calls. What's keeping you from growing faster? Every company has a Revenue Growth Engine. This is the big sum of their sales and marketing efforts. The problem is that most engines are not firing on all cylinders. There may even be important cylinders missing. The good news is that when your Revenue Growth Engine is performing with all cylinders firing, you accelerate revenue growth! In this book, you will quickly discover which parts of your company's growth engine are not performing. You will find a big key to the answer for aligning marketing and sales to drive growth. Then, Darrell walks you step by step through how to improve each component of your growth engine.

Show your business how to avoid wasting time and money—a "superb" guide for executives, entrepreneurs, and thought leaders (Henry DeVries, author of Persuade with a Story). Write Your Book in a Flash shows how to get focused fast, so you can write your book without tearing your hair out. As with any enterprise, writing a book requires a clear system—or nothing gets finished. Unlike books that show you why you should write a book, this book actually shows you how to write a book! You'll discover: How to write a simple outline that makes the writing process faster and easier How to get stunning testimonials to help sell your book How to find and manage beta readers who will share honest feedback before the book is published How to research interesting ideas, stories, and facts so you never run out of ideas or information How to overcome "The Imposter Syndrome" and other limiting beliefs that stifle nearly every would-be author Check examples that show you what to do (and what not to do) Empowering exercises that show you how to write better and faster Simple how-to-steps anyone can follow to write a book Business leaders who write books get more clients at higher fees, have more impact, develop more credibility, and have more influence where it matters most: in front of clients, customers, and prospects. This is the perfect book to read if you are a thought leader, entrepreneur or business executive who wants to write a business book to build your personal brand, open doors to new opportunities, and leave a legacy of wisdom to future generations.

The Psychology of Selling

Simplified : the Essential Handbook for Prospecting and New Business Development

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

Take the Cold Out of Cold Calling

Daily Habits and Practical Strategies for Sales Success

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

Debunk the Myths. Apply Powerful Principles. Win More New Sales.

How to Sell More, Easier, and Faster Than You Ever Thought Possible

Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

This book offers an up-to-date and definitive explanation of how to build relationships via social media in the sales process and is a guide to encouraging sales people to embrace these revolutionary techniques. * Enlightening case studies of the use of social media in sales, including Facebook, Twitter, LinkedIn, blogging, and social bookmarking * Written with the input of contributing experts in the field of social networking, sales, communication, and consumer purchasing behavior * Includes ten ways to boost ROI using the "New Handshake" methods * Illustrations depicting the Tannebaum and Schmidt decision-making model, as well as screenshots from blogs, Constant Contact, Delicious, Digg, and LinkedIn * A complete bibliography serves as a handy resource guide

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.

"Includes Online Resource Center"--Cover.

People Buy You

Power Strategies for Consistent Profits

The Real Secret to what Matters Most in Business

A Simple 7-step Guide for Getting Your Financial Shit Together

Breakthrough Strategies for Predicting Any Market

Simplifying the Complex Sale

Sales Meets Social Media

Sales Management. Simplified.

Become a better salesperson by learning to debunk the sales myths and focus your strategy on a proven approach that will drive the results you want. Can succeeding in sales be as simple as hooking up the latest CRM tool or perfecting your social media profiles and waiting for qualified leads to show up in your inbox? Are you having trouble believing what the new self-proclaimed "experts" post on LinkedIn and beginning to question their proclamation that everything in sales has changed? The one constant in the world of sales is the noise from self-titled experts and thought leaders informing you of the latest tools, tricks, and strategies that you should utilize. However, ironically, the more modern solutions you adopt, the harder it is to get results. Bestselling author and sales expert Mike Weinberg offers a wake-up call to salespeople and sales leaders on how to bypass the noise so you can start winning more, new sales. In Sales Truth, Weinberg shares some of the truths you will learn including: Many self-proclaimed sales experts lack clients, credibility, and a track record of helping sellers achieve breakthrough results. The number of "likes" a sales improvement article receives is often inversely proportional to its accuracy or helpfulness to a seller or sales team. What has worked exceedingly well in sales and sales management for the past couple of decades is still the (not so) secret to sales success today. Look no further than Weinberg's powerful principles and proven strategies to help you become a professional sales master and create more new sales opportunities.

Powell draws on her 20-plus years in sales to present a practical step-by-step guide on how to find the right prospects, build profitable relationships, close more sales, and turn customers into champions for your business.

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 in nearly every industry, and in this book, he 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 buyer toward their ideal solution. This book presents 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 the buyer. Social Selling is not social 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 buying process Learn more effective Social 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 realized the need for change—top performers have 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.

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 will 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 will 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 will 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.

The Challenger Sale

Taking Control of the Customer Conversation

Dealstorming

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

Fanatical Prospecting

SNAP Selling

The High-Performing Real Estate Team

High-Profit Prospecting

For salespeople feeling stressed and disappointed that their customers don't want to hear from them, this guide is the key to developing the mindset and habits required to reach a new level of sales success. The world of sales can be tough, so it's easy to get discouraged when the rejections start piling up and your customers stop answering the phone. This allows the wrong thought patterns to start developing, soon you aren't making quotas and then you begin looking at job listings waiting for your next downfall. Sales expert Mark Hunter can relate as his start to sales was discouraging. The lessons he's learned throughout his career are revealed in A Mind for Sales. He discovered that sales can be incredibly rewarding, such as customers calling you for advice, thanking you for improving their business, and referring you to colleagues. The difference is simply developing mindset and momentum habits. In A Mind for Sales, you'll learn how to: Feel energized by renewed purpose and success in your sales role by following the success cycle approach. Receive practical strategies on how to change your mindset and succeed in sales. Learn the daily habits needed to maximize productivity and make hitting the ground running strategy #1. Gain real-world insights from Hunter's vast experience as a successful sales professional and sales coach. Let this book inspire and prepare you to form the new habits you need to succeed and to realize the incredible rewards that a successful life in sales makes possible.

Transform your real estate business into a sales powerhouse In The High-Performing Real Estate Team, experienced real estate coach Brian Icenhower shares the systems and secrets of top real estate agents and brokerages. The book offers actionable systems and processes that can be immediately implemented to take you, your fellow agents, and your team or brokerage to the next level. Focusing on the 20% of activities that drive expansion, this book shows you how to create renewed enthusiasm, productivity, engagement, and exponential growth at your real estate team. With this book, you will: Discover how to create a viral goal that spreads throughout your team and drives change Learn to focus on core activities that result in the majority of your growth and productivity Cultivate personal responsibility with public accountability and accelerate growth with a custom team dashboard that measures metrics for success Written for real estate agents, teams, brokerages and franchise owners, The High-Performing Real Estate Team is an indispensable resource that will guide you toward growth while providing you with the resources and downloadable materials to reach your goals faster.

Sales genius is a team sport. As a B2B sales leader, you know that by Murphy's Law, despite your team's best efforts, some deals will inevitably get stuck or key relationships will go sour. And too often, it's the most important ones—the last thing you need when millions of dollars are on the line. "Dealstorming" is Tim Sanders's term for a structured, scalable, repeatable process that can break through any sales deadlock. He calls it "a Swiss Army knife for today's toughest sales challenges." It fixes the broken parts of the brainstorming process and reinvigorates account management for today's increasingly complicated sales environment. Dealstorming drives sales innovation by combining the wisdom and creativity of everyone who has a stake in the sale. You may think you are applying teamwork to your challenges, but don't be so sure. There's a good chance you're operating inside a sales silo, not building a truly collaborative team across your whole company. The more disciplines you bring into the process, the more unlikely (but effective!) solutions the team can come up with. Sanders explains his seven-step Dealstorming process and shows how it has helped drive results for companies as diverse as Yahoo!, CareerBuilder, Regus, and Condé Nast. You'll learn how to get the right team on board for a new dealstorm, relative to the size of the sales opportunity and its degree of difficulty. The key is adding people from non-sales areas of your company, making them collaborators early in the process. That will help them own the execution and delivery after the deal is done. The book includes real world examples from major companies like Oracle and Skillssoft, along with problem finding exercises, innovation templates, and implementation strategies you can apply to your unique situation. It's based on Sanders' many years as a sales executive and consultant, personally leading dozens of sales collaboration projects. It also features the results of interviews with nearly two hundred B2B sales leaders at companies such as LinkedIn, Altera and Novell. The strategies laid out in Dealstorming have led to a stunning 70% average closing ratio for teams across all major industries, leading to game-changing deals and long-term B2B relationships. Now you can learn how to make dealstorming work for you.

Write Your Book in a Flash

Charting Elliott Wave, Lucas, Fibonacci, Gann, and Time for Profit