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# **Proactive Selling Control The Process Win The Sale**

*Boost sales results by zeroing in on  
the metrics that matter most “Sales  
may be an art, but sales*

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***management is a science. Cracking the Sales Management Code reveals that science and gives practical steps to identify the metrics you must measure to manage toward success.” —Arthur Dorfman, National Vice President, SAP “Cracking the Sales***

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***Management Code is a must-read for anyone who wants to bring his or her sales management team into the 21st century.” —Mike Nathe, Senior Vice President, Essilor Laboratories of America “The authors correctly assert that the proliferation of management***

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***reporting has created a false sense of control for sales executives. Real control is derived from clear direction to the field—and this book tells how do to that in an easy-to-understand, actionable manner.”***

***—Michael R. Jenkins, Signature Client Vice President, AT&T Global***

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***Enterprise Solutions “There are things that can be managed in a sales force, and there are things that cannot. Too often sales management doesn’t see the difference. This book is invaluable because it reveals the manageable activities that actually drive sales***

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**results.” —John Davis, Vice  
President, St. Jude Medical**

**“Cracking the Sales Management  
Code is one of the most important  
resources available on effective  
sales management. . . . It should be  
required reading for every sales  
leader.” —Bob Kelly, Chairman, The**

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***Sales Management Association “A must-read for managers who want to have a greater impact on sales force performance.” —James Lattin, Robert A. Magowan Professor of Marketing, Graduate School of Business, Stanford University “This book offers a solution to close the***

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***gap between sales processes and business results. It shows a new way to think critically about the strategies and tactics necessary to move a sales team from good to great!” —Anita Abjornson, Sales Management Effectiveness, Abbott Laboratories About the Book: There***



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***are literally thousands of books on selling, coaching, and leadership, but what about the particulars of managing a sales force? Where are the frameworks, metrics, and best practices to help you succeed? Based on extensive research into how world-class companies***

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***measure and manage their sales forces, Cracking the Sales Management Code is the first operating manual for sales management. In it you will discover: The five critical processes that drive sales performance How to choose the right processes for your***

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***own team The three levels of sales  
metrics you must collect Which  
metrics you can “manage” and  
which ones you can’t How to  
prioritize conflicting sales  
objectives How to align seller  
activities with business results How  
to use CRM to improve the impact***

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***of coaching As Neil Rackham writes in the foreword: “There’s an acute shortage of good books on the specifics of sales management. Cracking the Sales Management Code is about the practical specifics of sales management in the new era, and it fills a void.”***

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***Cracking the Sales Management Code fills that void by providing foundational knowledge about how the sales force works. It reveals the gears and levers that actually control sales results. It adds clarity to things that you intuitively know and provides insight into things***

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***that you don't. It will change the way you manage your sellers from day to day, as well as the results you get from year to year.***

***The comprehensive 6-stage selling program from Sandler Training--  
"Top 20 Sales Training Company"  
by Selling Power Magazine***

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***Competitively pursuing large, complex accounts is perhaps the greatest challenge for selling teams. To keep treasured clients and gain new ones, you need a system to win business with profitable enterprise clients, serve them effectively and grow the***

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***relationships over time. You start with Sandler Enterprise Selling. The only enterprise selling system based on the proprietary Sandler Selling System methodology created by David H. Sandler This practical, step-by-step book is designed specifically for selling***



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***teams committed to high achievement in the enterprise environment. The program's powerful six stages will guide you to: 1. Set a baseline for success for each territory and account 2. Identify opportunities with the highest probability of success 3.***

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***Engage with buyers to qualify enterprise opportunities 4. Craft solutions that directly address your client's needs 5. Propose your solution and achieve advancement 6. Serve and satisfy your client, earning the right to grow the business Each of the stages***

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***represents a key piece of the puzzle in the proactive, team-oriented Sandler Enterprise Selling (SES) process. With the proven training techniques in this book, you'll be able to use SES to win, grow and serve enterprise clients. You'll learn how to master 13 selling tools***

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***integral to your SES success—like the KARE Account Planning Tool, Growth Account Booster Tool, LinkedIn Levers Tool, and Client-Centric Satisfaction Tool. You'll discover practical solutions to the vastly complex challenges in enterprise organizations - extended***

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***sales cycles, wide buyer networks, or significant investments in pursuits. Overcoming these unique challenges presents great opportunities for selling teams. Sandler Enterprise Selling provides the framework needed to succeed in the enterprise arena, winning,***

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***growing and keeping major accounts. Note: These are the same training principles that are taught to tens of thousands of sales executives and managers every year at more than 200 Sandler Training companies around the world. If you want to stay***

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***competitive in the enterprise selling arena, you need to train, study, and read Sandler Enterprise Selling. A revolutionary guidebook to achieving peace of mind by seeking the roots of human behavior in character and by learning principles rather than just practices. Covey's***

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***method is a pathway to wisdom and power.***

***For the right person, a career in media sales can be glamorous, rewarding, and lucrative. But without the right guidance, it can also be challenging. Author Paul Weyland has decades of experience***



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***working with local direct clients.  
Now, in Successful Local Broadcast  
Saleshe shares his hard-won  
wisdom, showing television, radio,  
and cable salespeople how to get  
more sales. This invaluable  
resource gives readers the tools  
they need to: Get appointments***

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***Write great proposals and presentations Sell against other media like newspapers and the Internet Overcome rate resistance Close sales without alienating their clients Create genius creative without being a creative genius Calculate ROI for the clientâ€™s***

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***advertising dollar Land long-term contracts with local businesses Negotiate more effectively Honest, practical, and accessible, this is the one handbook that shows novice and veteran salespeople how to thrive - not just survive - in the media business.***

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***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***

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***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***

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***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***

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***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***

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***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.***

***The Proactive Professional  
Taking Control of the Customer  
Conversation***



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***Pick Up The Phone and Sell  
Successful Local Broadcast Sales  
Selling Above and Below the Line  
New Sales***

***ProActive Sales Management***

***Not so long ago, being reasonably  
trustworthy was good enough. But soon  
only the extremely trustworthy will***

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*thrive. In the age of smartphones and social networks, every action an organization takes can be exposed and critiqued in real time. Nothing is local or secret anymore. If you treat one customer unfairly, produce one shoddy product, or try to gouge one price, the*

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*whole world may find out in hours, if not minutes. The users of Twitter, Yelp, and similar outlets show little mercy for bad behavior. The bar for trustworthiness is higher than ever and continues to rise. Bestselling authors Don Peppers and Martha Rogers,*

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*Ph.D., argue that the only sane response to these rising levels of transparency is to protect the interests of customers proactively—even if that requires spending extra money in the short run to preserve your brand reputation in the long run. The payoff*

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*of generating extreme trust will be worth it. With a wealth of fascinating research as well as practical applications, this book will show you how to earn—and keep—the extreme trust of everyone your company interacts with.*

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*Most sales professionals make the mistake of using the same sales patterns over and over. But since all customers are different, true pros know they must tailor their methods to the buyer if they want to make their numbers every year. ProActive Selling*

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*gives readers the tools they need to adapt their approach and maintain control at every stage of the sale.*

*Thoroughly revised and updated, the second edition shows salespeople how to: \* Qualify and disqualify prospects sooner to focus on the most promising*

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*accounts \* Examine buyers'  
motivations from every angle \*  
Quantify the value proposition early \*  
Double the number of calls returned  
from prospective customers \* Appeal  
to the real decision-makers \* Use  
technology (e.g. cloud, video, social*



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*media, and more) to generate leads  
and shorten sales cycles \* Increase the  
effectiveness of every interaction  
Featuring dozens of enlightening  
examples and the author's 17  
exclusive, practical selling tools,  
ProActive Selling gives sales*

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*professionals the edge they need to  
exceed their goals-with any company,  
in any industry.*

*Sales is a skill just like any other,  
which anyone can learn and  
master--including the introvert who is  
more comfortable alone than in the*

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*sales field. As with any type of success, it's all about learning how to leverage your natural strengths. Extroverts are rarely short on words, and their conversations and pitches never feel sales-y to them. The world of sales just comes naturally to the*

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*extrovert. However, introverts aren't comfortable with traditional tactics like aggressively pushing a product or talking over a customer's objections. Known as "The Rapid Growth Guy", author Matthew Pollard shares how introverts can feel equally*

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*comfortable and sincere in the sales world as well without changing who they are. In The Introvert's Edge, this book reveals how to: Find your natural confidence Prepare for every situation Easily sidestep objections Ask for the sale (without asking) Leverage the*

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*power of virtual and social networking  
The introverted salesperson is no  
longer an oxymoron, it's a recipe for  
success. Whether you want to drum up  
clients, pitch investors, or exceed  
quotas, The Introvert's Edge will  
unleash the low-key, high-impact sales*

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*machine lurking inside of you.*

*Unlock the power of a simple phone  
call to boost your sales with guidance  
from a world-renowned expert In Pick  
Up The Phone and Sell: How Proactive  
Calls To Customers and Prospects Can  
Double Your Sales, sales expert,*

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*consultant, and Wall Street Journal bestselling author Alex Goldfayn delivers a comprehensive roadmap to one of the most important weapons in any salesperson's arsenal: the phone. From the author of Selling Boldly and 5-Minute Selling, the book teaches you*



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*techniques to supercharge your sales by making the proactive call the tip of your selling spear. In addition to critical advice on how to call people you don't know, this timely and important book includes: A thorough introduction to the power of a*

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*proactive phone call and links to free  
call planners and trackers at  
goldfayn.com Direction on how to use  
text messaging as an adjunct to phone  
sales Instructions on the appropriate  
role of social media, including  
LinkedIn, in boosting telephone sales*

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*Guidance on how to stop being afraid of phone calls and how to effectively warm up any cold call. Perfect for new and experienced salespeople alike, who are more comfortable with email, videoconferencing, social media, and text than they are with the telephone,*

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*Pick Up The Phone and Sell is an indispensable guide to one of the most important and lucrative tools in the selling profession.*

*Your Best Prospects Are Referred Prospects! Nobody likes cold calls. And nobody really needs to make*

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*them. The Referral of a Lifetime teaches a step-by-step system that will allow anyone to generate a steady stream of new business through consistent, qualified referrals while retaining and maximizing business with existing customers. Tim*

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*Templeton emphasizes the importance of applying the golden rule in business—putting the relationship with your customer first, rather than just making the sale. This second edition adds a technique for creating a profile of your ideal customer and explains*

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*how to reach the tipping point on  
online reviews and testimonials so you  
can expand your business 24/7. Your  
customers, colleagues, and friends  
already know every new contact you  
will ever need to succeed. When you  
apply Tim Templeton's system, they*

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*will naturally refer those potential  
new customers to you.*

*How to Cold Call, Get Qualified  
Leads, and Make More Money*

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



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*Proactivity at Work*

*Technology Business Management*

*The Sales Manager's Guide to  
Greatness*

*Making Things Happen in  
Organizations*

For many CIOs, the value they deliver

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is elusive. It's not that they do not create positive business outcomes, it's that they have a hard time demonstrating value for the money spent. As a result, many IT leaders find themselves trapped in a vicious cycle of defending their budgets, cutting resources when times are tight,

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and struggling to keep pace with an insatiable business appetite for innovation. Meanwhile, business leaders increasingly rely on the cloud and other third parties for their technology needs, finding clear tradeoffs between cost, features, risk, and speed of delivery at their

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fingertips. CIOs must not only compete with these alternatives, they must embrace the new reality of a multi-sourced, service-oriented world. Many IT leaders are taking a more proactive approach to optimizing value. By using shared facts about cost, consumption, quality, risk and performance,

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hundreds of CIOs have empowered value conversations centered on cost-for-performance, business-aligned portfolios, investments in innovation and enterprise agility. The tradeoffs they've illuminated changed the tone of their meetings and instilled a business mindset in IT decisions. By

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reading this book, you'll discover and learn the following:-A practical, applied framework -- called Technology Business Management -- for creating and using shared facts to make better decisions about people, technologies, services and investments-A standard taxonomy of resources, technologies

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and services for CIOs to translate between IT, financial, and business perspectives-Creating transparency to empower decision makers, demonstrate cost-efficiency, shape demand and plan in step with the business-What your technology business model says about the value

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you deliver and the disciplines you employ-How to shift from project portfolio management to service portfolio management to both improve alignment and adopt more agile approaches to innovation and development-How to optimize run-the-business spending by optimizing



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infrastructure, outsources, labor and services and rationalizing your portfolios for better alignment-How to improve your ability to change the business by better governing innovation investments and improving enterprise agility-How to create and execute a roadmap for improving data

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and decision making capabilities over time while reaping rewards at every stage of maturity

Although we have been successful in our careers, they have not turned out quite as we expected. We both have changed positions several times-for all the right reasons-but there are no

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pension plans vesting on our behalf. Our retirement funds are growing only through our individual contributions. Michael and I have a wonderful marriage with three great children. As I write this, two are in college and one is just beginning high school. We have spent a fortune making sure our

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children have received the best education available. One day in 1996, one of my children came home disillusioned with school. He was bored and tired of studying. “Why should I put time into studying subjects I will never use in real life?” he protested. Without thinking, I

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responded, “Because if you don't get good grades, you won't get into college.” “Regardless of whether I go to college,” he replied, “I'm going to be rich.”

Proactive Selling Control the  
Process--win the Sale Amacom Books  
From the creator of the popular

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website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist

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have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when •

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coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you’re being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your



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cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a

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straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers’ lives. Ideal for

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anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing

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big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “Ask a Manager is the ultimate playbook for navigating the

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traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

Few sales managers are true managers, often falling back on the skills that made them great at sales. This essential book, now updated with

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strategies in line with the changes in sales since the book's original publication, provides readers with a proven method for managing the sales process, as well as the salespeople. Packed with specific, field-tested techniques. Packed with all new metrics and tactics for making the

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numbers in today's competitive sales environment, this is an important resource no sales manager should be without.

The Four Value Conversations CIOs  
Must Have with Their Businesses  
Never Make a Cold Call Again!  
Knock Your Socks Off Prospecting

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The Introvert's Edge

Short Cycle Selling: Beating Your  
Competitors in the Sales Race

Transforming the Buyer/Seller  
Relationship

Selling IT

**Sometimes, sales  
organizations rely too**



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heavily only on inbound lead generation. However, when the inbound leads dry up and marketing efforts stop yielding results, the need for outbound activity becomes more crucial than ever. Many companies have

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let their sales people devolve into an order-taking, customer “farming” team where the focus is following up on inbound leads or just trying to upsell current customers. Conversely, this is the

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critical time in the life of  
a business

when? organizations with a  
team trained to sell  
outbound successfully will  
rise above the rest.??

Outbound selling can be  
intimidating even to the

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most senior rep, yet that same intimidation around cold calling and outbound sales can be transformed into confident success with the right tools at your disposal. In Outbounding, sales expert William Miller

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provides sales teams with  
everything they need to:  
Have the right tools to  
outbound and not to just  
harass Learn how to outbound  
to the C-Suite as well as  
the manager level See  
prospect meetings less as

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win-lose battles and more as opportunities to use problem-solving skills Utilize templates and ideas that really work and can be adapted to one's own style Outbounding equips sales people with the knowledge,

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training, and road-tested sales tactics to raise the success rate of their outbound sales, using proven strategies that deliver breakthrough results.

The new way to transform a sales culture with clarity,

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authenticity, and emotional intelligence. Too often, the sales process is all about fear. Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and



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make their quotas. No one is happy. Mahan Khalsa and Randy Illig offer a better way. Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful,

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both buyer and seller win.  
When they aren't, both lose.  
It's no longer sufficient to  
get clients to buy; a  
salesperson must also help  
the client reduce costs,  
increase revenues, and  
improve productivity,

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quality, and customer satisfaction. This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers:

- Start new business from scratch in a

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way both salespeople and  
clients can feel good about

- Ask hard questions in a  
soft way
- Close the deal by  
opening minds

Close the deal  
by opening minds

As organizations grow  
increasingly complex and

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unpredictable, the topic of proactivity at work has become of great importance for contemporary workplaces. Proactivity drives performance and innovation of teams and organizations and boosts individuals' well-

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being and careers. When individuals are proactive, they use their initiative at work to bring about a better future. They scan for opportunities, persist until change is achieved, and take charge to prevent problems'

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future reoccurrence. In this book, leading scholars on proactivity from across North America, Europe, Asia, and Australia explore how, why, and when individuals are motivated to initiate change within their

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organizations or themselves  
and examine the consequences  
of various forms of  
proactivity at work.  
Individual chapters explore  
specific concepts of  
proactivity, such as  
proactive voice, job



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crafting, and career  
proactivity, as well as  
highlight individual  
processes and organizational  
dynamics that underlie  
successful proactivity at  
work. By providing insights  
on key advances and future

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directions for proactivity theory, research, and practice, Proactivity at Work synthesizes what we already know and identifies what we still need to learn about making things happen at work. This book is

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relevant to all those  
involved or interested in  
Work Psychology and  
Business, including Human  
Resource Management  
scholars.

As the president of a major  
sales company and

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experienced sales management  
trainer, author William  
Miller provides sales  
managers a proven method for  
successfully managing both  
sales processes and  
salespeople. Packed with  
specific, field-tested

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techniques, ProActive Sales Management teaches readers how to: motivate a sales team; get their sales team to prospect and qualify; create a proactive sales culture; effectively coach and counsel up and down the

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sales organization; reduce reports to one sheet of paper and 10 minutes a week; forecast with up to 90 percent accuracy; and take A players to A+ levels. Today's sales managers have to be quicker than ever,

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being more proactive about hiring the best performers and retaining them while multitasking with managing complex sales processes in order to close more and more deals. Packed with all new metrics and tactics for

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making the numbers in today's sales environment, ProActive Sales Management is an invaluable resource for this brand of highly in-demand leaders.

The ability to prioritise long-term goals above short-



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term gratifications is crucial to living a healthy and happy life. We are bombarded with temptations, whether from fast-food or faster technologies, but the psychological capacity to manage our lives within such

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a challenging environment has far-reaching implications for the well-being not only of the individual, but also society as a whole. The Routledge International Handbook of Self-Control in Health and

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Wellbeing is the first comprehensive handbook to map this burgeoning area of research by applying it to health outcomes and personal well-being. Including contributions from leading scholars worldwide, the book

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incorporates new research findings that suggest that simply inhibiting our immediate impulses isn't the whole story; there may be more options to improve self-control than simply by suppressing the ego. Divided

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into six coherent sections, the book provides an overview of the research base before discussing a range of interventions to help improve self-control in different contexts, from smoking or drinking too much

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to developing self-control over aggression or spending money. The only definitive handbook on this far-reaching topic, this essential work will appeal to researchers and students across health and social

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that Every Professional  
Needs

How the Quiet and Shy Can  
Outsell Anyone

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Calling in a Reactive World

*When you visit the doctor, information*



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*about you may be recorded in an office computer. Your tests may be sent to a laboratory or consulting physician. Relevant information may be transmitted to your health insurer or pharmacy. Your data may be collected by the state government or by an organization that accredits health care or studies medical costs. By making*

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*information more readily available to those who need it, greater use of computerized health information can help improve the quality of health care and reduce its costs. Yet health care organizations must find ways to ensure that electronic health information is not improperly divulged. Patient privacy has been an issue since the*

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*oath of Hippocrates first called on physicians to "keep silence" on patient matters, and with highly sensitive data--genetic information, HIV test results, psychiatric records--entering patient records, concerns over privacy and security are growing. For the Record responds to the health care industry's need for greater*

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*guidance in protecting health information that increasingly flows through the national information infrastructure--from patient to provider, payer, analyst, employer, government agency, medical product manufacturer, and beyond. This book makes practical detailed recommendations for technical and organizational solutions*

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*and national-level initiatives. For the Record describes two major types of privacy and security concerns that stem from the availability of health information in electronic form: the increased potential for inappropriate release of information held by individual organizations (whether by those with access to computerized records or*

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*those who break into them) and systemic concerns derived from open and widespread sharing of data among various parties. The committee reports on the technological and organizational aspects of security management, including basic principles of security; the effectiveness of technologies for user authentication, access*

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*control, and encryption; obstacles and incentives in the adoption of new technologies; and mechanisms for training, monitoring, and enforcement. For the Record reviews the growing interest in electronic medical records; the increasing value of health information to providers, payers, researchers, and administrators;*

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*and the current legal and regulatory environment for protecting health data. This information is of immediate interest to policymakers, health policy researchers, patient advocates, professionals in health data management, and other stakeholders. The first book on short cycle selling the fast-track route to a higher closing ratio Sales*



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*professionals today waste untold hours worrying about identifying, tracking, and timing their sales cycles. In Short Cycle Selling, author Jim Kasper trains his sights on the only important concept and goal in sales cycleshortening them. He walks professionals point-by-point through the series of steps that constitute the sales*

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*cycle from identifying prospects to negotiating and closing and at each step shows how to streamline the process. Short Cycle Selling is the first book to deal specifically with proven techniques that condense the time from prospecting to closing, while taking advantage of today's most innovative concepts in selling skills and*

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*From the Nobel Prize-winning author of Thinking, Fast and Slow and the coauthor of Nudge, a revolutionary exploration of why people make bad judgments and how to make better ones—"a tour de force" (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the*

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*same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends on who happens to answer the*

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*phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In Noise, Daniel Kahneman,*

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*Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are*

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*unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made Thinking, Fast and Slow and Nudge groundbreaking New York Times bestsellers, Noise explains how and*



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*information seekers and genuine prospects  
ò Using social media, Skype, GoToMeeting,  
WebEx, and other online tools ò Building  
relationships competitors can't steal  
Lively, entertaining, and mercifully free of  
the dull theories, manipulative methods, and  
high-pressure tactics of most sales books ò the  
second edition of The Accidental*

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*Smart Selling on the Phone and Online  
How Proactive Calls to Customers and  
Prospects Can Double Your Sales  
The Referral of a Lifetime  
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**Even skilled salespeople buckle in  
tough selling situations-getting  
defensive with prospects who**



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**challenge them on price or too quickly caving to discount pressure. Those are examples of the fight-or-flight response- something salespeople learn to avoid when they build their emotional intelligence. Studies have shown that emotional intelligence**

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**(EI) is a strong indicator of success. In Emotional Intelligence for Sales Success, sales trainer and expert Colleen Stanley shows how closely EI is tied to sales performance and how salespeople can sharpen their skills to maximize results. Readers will discover: \* How to increase**

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**impulse control for better  
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**shared by top sales producers \*  
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intelligence plays a vital role at  
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**closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-**

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**value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a**



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**set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.**

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

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**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**

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**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**

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**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**

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**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.**

**Rich Dad, Poor Dad  
Competitive Selling**

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**Noise**

**How to Take Control of Your Sales  
Career and Earn the Respect and  
Income You Deserve  
The Seven Habits of Highly  
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advice for taking your  
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level! ?If your sales  
team isn't producing the

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results expected, the pressure is on you to fix the situation fast. One option is to replace salespeople. A better option is for you to optimize your

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performance as a sales leader. In The Sales Manager's Guide to Greatness, sales management consultant Kevin F. Davis offers 10 proven and distinctly

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practical strategies,  
skills, and tools for  
overcoming the most  
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sales managers face and  
moving your team ahead  
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will help you: Learn the  
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that can cripple your  
management  
effectiveness, and  
replace these instincts  
with a more powerful

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leadership mindset –  
true sales leadership  
begins with improving  
the leader within Stop  
getting bogged down by  
distractions, become  
more proactive, and find

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more time to coach,  
lead, and inspire your  
salespeople Get every  
salesperson on your team  
to be more accountable  
and driven to achieve  
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results Master the 7  
keys to hiring great  
salespeople Create a  
more customer-driven  
sales team by blending  
the buyer's journey into  
your sales process Speed



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up the improvement of  
your team by mastering  
the 7 keys to achieving  
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Excel at the most  
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how to solve a sales performance problem that is caused by a rep's lousy attitude Attain higher win-rates by intervening as a coach at the most critical

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stages of a buying cycle, quickly identify opportunities at risk, and coach more deals to the close Discover why so many salespeople fail at sales forecasting and

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how to impress your  
company's upper  
management by submitting  
more accurate forecasts  
And much more... You can  
apply the strategies  
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immediately to take control of your time and priorities as a sales manager, become more strategic, deliver high-performance coaching that grows revenues, and

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ultimately drive your  
team to greatness.

Simple Network  
Management Protocol  
(SNMP) provides a  
"simple" set of  
operations that allows

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you to more easily  
monitor and manage  
network devices like  
routers, switches,  
servers, printers, and  
more. The information  
you can monitor with

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SNMP is wide-ranging--from standard items, like the amount of traffic flowing into an interface, to far more esoteric items, like the air temperature



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inside a router. In spite of its name, though, SNMP is not especially simple to learn. O'Reilly has answered the call for help with a practical

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introduction that shows how to install, configure, and manage SNMP. Written for network and system administrators, the book introduces the basics of

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SNMP and then offers a technical background on how to use it effectively. Essential SNMP explores both commercial and open source packages, and

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elements like OIDs, MIBs, community strings, and traps are covered in depth. The book contains five new chapters and various updates throughout. Other new

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topics include: Expanded coverage of SNMPv1, SNMPv2, and SNMPv3  
Expanded coverage of SNMPc The concepts behind network management and change

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management RRDTool and  
Cricket The use of  
scripts for a variety of  
tasks How Java can be  
used to create SNMP  
applications Net-SNMP's  
Perl module The bulk of

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the book is devoted to discussing, with real examples, how to use SNMP for system and network administration tasks. Administrators will come away with

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ideas for writing scripts to help them manage their networks, create managed objects, and extend the operation of SNMP agents. Once demystified, SNMP is



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powerful tools they need to open stronger, build trust faster, handle objections better, and close more sales when dealing with customers they can't see face-to-

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obstacles to get to the  
power buyer; and  
prioritize and manage

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but if you expect the  
"No"s--and even welcome  
hearing them--you can be  
the one in control and  
work on turning around  
even the toughest  
potential clients. The

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louder the environment  
is for prospects and  
customers, the more  
highly skilled you need  
to be at quickly  
capturing their  
attention and following

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a set roadmap to the close of the sale. Dive into Competitive Selling and become better than the competition at starting high in an organization, following

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up, leaving an intriguing voicemail message that results in a return call, gaining a critical "next set time," and using email as an effective touch



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point. Prospecting for new business is not glamorous, but if you have a solid plan and the drive to follow through on your goals, you will be successful.

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Marisa Pensa and Stacia Skinner will help you attain that success. Information technology (IT) is an essential core of the economy today. Corporations and

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governments worldwide  
rely on it to drive  
their core strategy and  
develop and execute  
business models.

Amounting to over 3.7  
trillion US dollars of

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worldwide spending, the growing significance of the IT industry in the global economy is now well established. Hence, it is crucial to understand the

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buying process to  
highlight the nuances of

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selling, marketing, and developing IT solutions that create value for customers. Discusses various key concepts such as value-based IT selling, business case

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acquisition and retention. Analyses the challenges and opportunities involved in selling digital IT and examines the evolution of jobs and

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Control the Process--win  
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Business Development

Most salespeople work hard to become proficient in reaching the frontline managers in their markets. However, a salesperson who wishes to achieve long-lasting success

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with a client will learn how to also appeal to top-level executives from an “above the line” perspective. Master sales trainer Skip Miller shows how to simultaneously sell to both the frontline manager as well

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as the executive who is more concerned with profit/loss indicators such as ROI, time saved, risk lowered, and productivity improved – a strategy used by Google, Apple, Cisco WebEx, and other

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powerhouses. In *Selling Above and Below the Line*, you will learn how to: Create energy by including executives early in the sales process. Ask the right questions and pinpoint big-picture financial needs. Keep

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“below the line” managers from feeling bypassed. Uncover value propositions that target each set of decision-makers. Sales that seem locked in will stall or go dark. Customers who have been

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loyal to you suddenly back out of the relationship due to decisions made above the manager's head. This often could have been avoided had the salesperson been intentional to sell both the

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technical and financial fit. In Selling Above and Below the Line, learn to effectively communicate both, leading to more successful and lucrative deals than ever before. True sales pros know they

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must tailor their methods to the buyer if they want to make their numbers every year. Featuring dozens of enlightening examples ProActive Selling gives readers the tools to adapt their



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approach with the buyers in mind and maintain control at every stage of the sale. Author William Miller shows salespeople how to qualify and disqualify prospects sooner, shift their focus to the most

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promising accounts, examine buyers' motivations from every angle, quantify the value proposition early, double the number of calls returned from prospective customers, appeal to the real decision-makers,

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use technology (e.g. cloud, video, social media, and more) to generate leads and shorten sales cycles, and increase the effectiveness of every interaction. Most sales professionals make the

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good at.

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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,

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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 . . .

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- 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

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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

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*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*

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*customers. They  
challenge them. The need  
to understand what top-  
performing reps are  
doing that their average  
performing colleagues  
are not drove Matthew*



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*Dixon, Brent Adamson,  
and their colleagues at  
Corporate Executive  
Board to investigate the  
skills, behaviors,  
knowledge, and attitudes  
that matter most for*

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*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*

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*reps across multiple  
industries and  
geographies, The  
Challenger Sale argues  
that classic  
relationship building is  
a losing approach,*

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*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*

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*of five distinct  
profiles, and while all  
of these types of reps  
can deliver average  
sales performance, only  
one—the Challenger—  
delivers consistently*

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*high performance.*

*Instead of bludgeoning  
customers with endless  
facts and features about  
their company and  
products, Challengers  
approach customers with*

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*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*

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*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*



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*Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can*

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*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*

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*successfully reframe  
customers' expectations  
and deliver a  
distinctive purchase  
experience that drives  
higher levels of  
customer loyalty and,*

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*ultimately, greater  
growth.*

*ProActive Selling*

*Routledge International*

*Handbook of Self-Control*

*in Health and Well-Being*

*Convince the C-Suite.*

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*Win Over Management.*

*Secure the Sale.*

*Sandler Enterprise*

*Selling: Winning,*

*Growing, and Retaining*

*Major Accounts*

*Ultimate Sales Tool Kit*

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*Combo Prospecting*

*How to Navigate Clueless  
Colleagues, Lunch-  
Stealing Bosses, and the  
Rest of Your Life at  
Work*