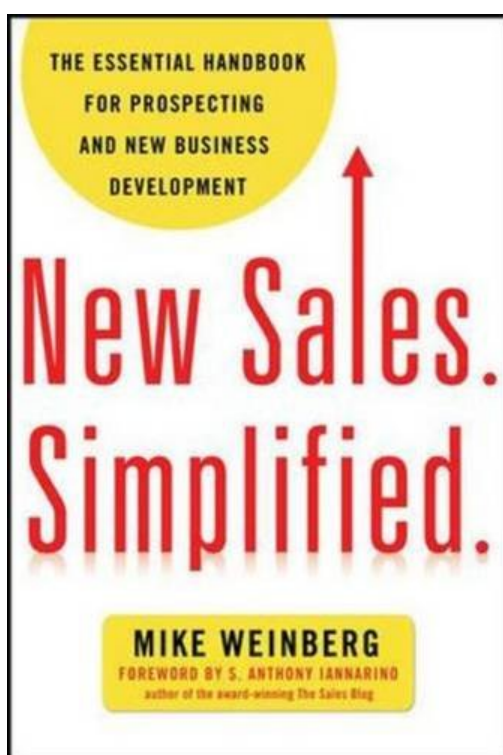


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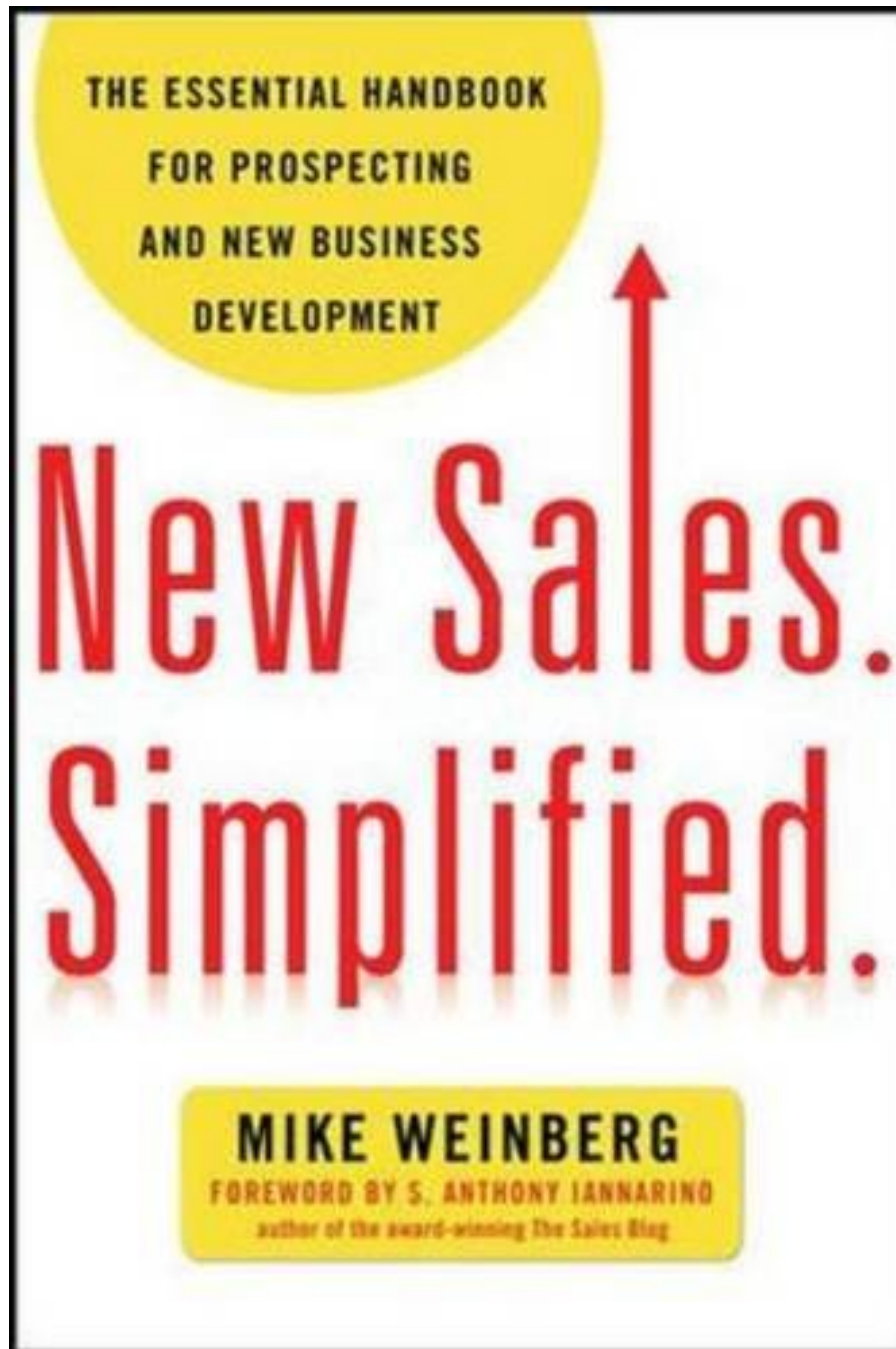
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The writer is truly clever to choose the words to make use of in making this book. The choices of words are extremely important to create a publication. It will certainly appertain to review by such certain societies. However among the advancements of this publication is that this book is actually proper for every culture. You could not be afraid to know nothing after reading this book. New Sales. Simplified.: The Essential Handbook For Prospecting And New Business Development By Mike Weinberg could aid you to locate many points after reading.

Review

"The cover of "New Sales. Simplified." boldly proclaims that the book is "the essential handbook for prospecting and new business development" and it doesn't disappoint. If you need to hunt for new business and aren't sure the best way to plan your attack and attack your plan, then this book is for you. If you manage a sales team that needs to elevate their new business performance to new heights, then do yourself and your team a favor and get a copy for everyone." -- Smart Selling Tools Blog

"I strongly believe that this book will help salespeople improve their sales results and win new business." -- S. Anthony Iannarino's Blog

"If you read this book, I have no doubt you will be a better salesperson afterward." -- Mark Hunter, TheSalesHunter.com

"enjoyable, understandable easy read" -- SalesDuJour.com

From the Back Cover

Advance Praise for New Sales. Simplified.

"Mike Weinberg takes the mystery out of prospecting for new business. New Sales. Simplified. provides a powerful, practical, and proven framework to help salespeople successfully convert today's crazy-busy prospects into new customers."

-- Jill Konrath, author of SNAP Selling and Selling to Big Companies

"If you are responsible for new business, either as a manager or sales pro, you must not only read, but USE New Sales. Simplified. This field-tested guidebook shows exactly how to proactively go after and win the

sales that you want."

-- Art Sobczak, author of Smart Calling

New Sales. Simplified. will help anyone in sales become more effective at his or her most important responsibility--acquiring new customers. Packed with examples and anecdotes, the book offers an easy-to-follow framework to successfully develop new business, and takes a blunt, often funny look at what you may be doing wrong when planning and executing your sales attack. You'll learn how to:

Draft a compelling, customer-focused "sales story"

- * Identify a strategic, finite, workable list of genuine prospects
- * Prepare for and structure a winning sales call
- * Overcome--even prevent--every buyer's anti-salesperson reflex
- * Use email, voicemail, and social media to your advantage
- * Perfect the proactive telephone call to get face-to-face with more prospects
- * Come across as a value creator and problem solver
- * Stop presenting and start dialoguing with buyers
- * Make time in your calendar for business development activities.

In sales, there's no such thing as forever. You need new customers and new business --all the time. Refreshingly honest, New Sales. Simplified. removes the mystery surrounding prospecting for new business.

MIKE WEINBERG is a top-performing sales hunter, sales executive, and founder and President of The New Sales Coach. He speaks, consults, and coaches on new business development sales strategies. A native New Yorker, Mike lives in St. Louis, Missouri.

About the Author

MIKE WEINBERG's passion is new business development and helping businesses and individuals improve at acquiring new customers. He is a top-performing sales hunter, sales executive, and founder and president of The New Sales Coach. He speaks, consults, and coaches on new business development sales strategies. A native New Yorker, Mike lives in St. Louis, Missouri.

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