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The USA Today bestseller by the star sales speaker and author of The Sales Blog that reveals how all salespeople can attain huge 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, lannarino 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, lannarino 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 own the outcomes you sell. Competitiveness: How to blend 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're their guide. Diagnosing: How to look below the surface to figure out someone else's real challenges and needs. Once you learn lannarino'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.

Ditch the failed sales tactics, fill your pipeline, and crush your number Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospecting. The brutal fact is the number one reason for failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting 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 that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that works for real people, in the real world, with real prospecting that world are real people, in the real world are real world areal people with the form that world are real people with the fore

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 selling to virtual selling to virtual 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 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 selling is the definitive guide to leverage prospects and customers, advance pipeline opportunities, and seal the deal. You'll learn a complete system for blonding video, phone, text, live chat, social make the most celebrated sales trainers of our generation, teaches you: How to leverage prospects and customers of our generation, teaches you: How to leverage human psychology to gain more on video calls The seven technical elements of impactful video sales calls The five human elements of highly effective video page over 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 Ever-Step Telephone Prospecting strategies and frameworks How to leverage and prospecting and down pipeline communication The law of familiarity and how it takes the friction out of virtual selling by the sales that the sale strategies for direct messaging - the "Swiss Army Knife" of virtual selling how to leverage a blender of virtual selling to the footsteps of his blockbuster bestsellers People Buy You, Fanatical Prospecting, Sa

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 from one-call closes. B2B is different than B2C. Prospects, territories, products, industries, companies, and sales processes are all different than B2C. Prospects, territories, products, industries, companies, and sales processes are all different than B2C. Prospects, territories, products, industries, companies, and sales processes are all different than B2C. Prospects are all different than B2

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many NOs in order to get to YES. Objections don't care or consider: Who you are What you sell How you sell How you sell fyou 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 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 fand mind. In his signature right-to-the-point stole, 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 the last century. No bait and switch schemes, no sycophantic tie-downs, no cheesy scripts, and none of the contrived closing techniques that leave you feeling like a phony, destroy relationships, and only serve to increase your buyers' resistance. Instead, you'll learn a new psychology for turning-around objections and proven techniques that work with today's more informed, in control, and skeptical buyers. Inside the pages of Objections, you'll gain deep insight into: How to get past the natural human fear of NO and become rejection proof The science of resistance and why buyers throw out objections Human influence frameworks that turn you into a master persuader The key to avoiding embarrassing red herrings that derail sales calls How to leverage the "Magical Quarter of a Second" to instantly gain control of your emotions when you get hit with difficult objections Proven objection turn-around frameworks that give you confidence and control in virtually every sales situation. And, with this new-found confidence, your success for Turning Around Buying Commitment Objections in any selling situation. An

The Digital Age has brought with it a host of marketing and sales tools. When these tools were still new, they were remarkably successful, but today, e-marketing campaigns are no longer generating the cut-through they once enjoyed.

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