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"Combo prospecting\" - Tony Hughes (TALKING SALES 200)

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Combo Prospecting The Powerful One

Prospecting and maintaining a pipeline of quality sales opportunities is surely one of the most challenging aspects of the role of the sales professional. Combo prospecting provides a lucid yet succinct methodology drawing on time served methodologies and blending them with modern media

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including that often spoken about but seldom mastered tool LinkedIn.

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Combo Prospecting is a potent playbook that will pack your pipeline and turn you into a selling champ. From the Back Cover In our era of information overload, it's harder than ever to break through to C-level decision makers who are already bombarded with "digital outreach." Use only email and social media, and you'll hit a brick wall.

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COMBO Prospecting is a part of this movement. A

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movement that requires modern sales professionals to utilise technology and social networks to their full advantage. Salespeople in 2018 must differentiate themselves by combining legacy sales skills with a more intelligent processes.

COMBO Prospecting — Tony J Hughes

Combo Prospecting shows how to combine time-tested sales processes with cutting-edge social media strategies and clever technology hacks. This resource is a potent playbook that will pack your pipeline and turn you into a selling champ. Customers Who Bought This Item Also Bought Total Alignment: Tools and Tactics for Streamlining Your Organization

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Combo Prospecting is a potent playbook that will pack your pipeline and turn you into a selling champ.

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professional to utilise technology and social networks to their full advantage. Salespeople in 2018 must differentiate themselves by combining legacy sales skills with more intelligent processes.

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

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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

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The key to your success is to learn how to unleash a killer combination of old and new sales strategies.

Unleash a killer combination of old and new sales strategies. How do you break through to impossible-to-reach executive buyers who are intent on blocking out the noise that confronts them every day? Old-school prospecting tactics or new-school techniques alone won't provide the answers. But Combo Prospecting will...by showing how to combine time-tested sales processes with cutting-edge social media strategies and clever technology hacks. The book reveals today's new breed of Chief Executive Buyers, the

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channels they use, the value narrative you need, and the mix of methods that works. With actionable insights in every chapter, it explains how to:

- * Do deep-dive research into social
- * Locate leverage points that matter
- * Secure decision-maker meetings
- * Earn executive engagement
- * Build a knockout, online brand
- * Nurture a network that helps you thrive
- * Profit from referrals
- * Publish insights that set you apart and steer the agenda
- * Employ an efficient, lethal library of scripts and templates
- * And much, much more

Want to wildly exceed your quota? Combo Prospecting is a potent playbook that will pack your pipeline and turn you into a selling champ.

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Conventional ways of selling are becoming outdated. Learn what it takes to go from the traditional sales mindset to a tech-enabled sales superhero. In tough markets and with more people working remotely, creating a quality sales pipeline in traditional ways is more challenging than ever. As sales technologies continue to evolve and advance, developing technical quotient (TQ) is an essential element of sales success. Record-setting sales expert Justin Michael and bestselling sales leadership author Tony Hughes combine to provide practical guidance on how professional sellers can maximize results with an effective sales tech-stack to increase sales effectiveness for outstanding results. In Tech-Powered

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Sales, Michael and Hughes share helpful advice that:?
Reveal the techniques that enable you to break through with difficult to reach buyers Teach you how sales technologies can be employed for maximum benefit by raising your TQ Enable you to make the jump from being a beginner to a superuser within your sales team Show you how to thrive in the fourth industrial revolution to leverage technology rather than be at risk of being replaced by it Tech-Powered Sales delivers evidence-based strategies salespeople can use to create more opportunities than ever before. If you want to learn how to maximize your abilities to develop new business, this is the book for you!

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RSVPselling is next generation selling, and professional selling for a new generation. It is ideal for those seeking an effective framework for strategy and execution. It has successfully delivered large multi-million dollar contracts in hardware, software, products, services and solutions. The simple principles are proven and the result of decades of research and real world application at the highest levels in both corporate and government markets. It can also work for you.

There is a silver bullet in sales its called timing when you get to highly motivated decision makers at

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EXACTLY the right time: after they experience a Trigger Event BUT before they call your competition. When you have the right timing the sale almost happens by itself There are few challenges getting to the prospect, understanding their dissatisfaction, presenting a solution, or closing the sale. By luck or sheer numbers youve had timing happen before, not its time to make it happen again, and again, and again. ... simple but profound truths that will help you leverage intent for immediate action and cut down the selling cycle, while creating lasting bonds with customers. Stephen M.R. Covey, author of the New York Times and #1 Wall Street Journal bestseller The Speed of Trust "... an entirely new perspective on

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things that are hiding in plain sight for all sales professionals. Well done!" Kevin Fancey, Senior Vice President of Sales, Ricoh Canada Inc By combining the power of relationships with timing - what Elias and Shanto call "Trigger Events" - the authors present a powerful sales strategy... Keith Ferrazzi, #1 NYT Bestselling author of Who's Got Your Back and Never Eat Alone Elias and Shanto have brought referrals into the 21st Century, showing you how to capitalize on the key moments that will bring you success in a busy, fast-paced world. This is a must read! Ivan Misner, NY Times Bestselling author and Founder of BNI and the Referral Institute

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Search engines and social media have certainly changed how prospecting pipelines for salespeople are built today, but the vitality of the pipeline itself has not. Even today, the key to success for every salesperson is his pipeline of prospects. Top producers are still prospecting. All. The. Time. However, buyers have evolved, therefore your prospecting needs to as well. In High-Profit Prospecting, sales expert Mark Hunter shatters costly prospecting myths and eliminates confusion about what works today. Merging new strategies with proven practices that unfortunately many have given up (much to their demise), this must-have resource for salespeople in every industry will help you: □ Find

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Get 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!

The new way to transform a sales culture with clarity, 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, 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, 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 way both salespeople and clients can feel good about
- Ask hard questions in a soft way
- Close the deal by opening minds

Close the

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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

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underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You'll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 C's of Social Selling and how to use them to get prospects to call you How to use the

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Simple 5 Step Telephone Framework to get more appointments fast How to double call backs with a powerful voice mail technique How to leverage the powerful 4 Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7 Step Text Message Prospecting Framework And there is so much more! Fanatical Prospecting is filled with the high-powered strategies, techniques, and tools you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You'll gain the power to blow through resistance

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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!

In today's fast-paced information-driven economy, customers want to make informed buying decision about new products in the least time possible. Your customers will acquire approximately 70% of the information they need to make an informed buying decision about your product or service from the Internet before they ever contact your company.

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Thus, when the customer finally contacts you, it means that their need for information is time-sensitive and urgent. The sales team that is the first to respond with the complete answers to the customer's questions dramatically improves their chances to win the order. Zero-Time Selling shows you, the CEO, business owner, sales manager and sales professional, in 10 simple steps, how to always be first.

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

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pipeline And Win Sales 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

Read Online Combo Prospecting The Powerful One Two Punch That Fills Your Pipeline And Wins Sales career.

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