

## List More Sell More

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being annoying and how to get others to sell for you you'll discover the power of micro commitments the simple funnel technique the power of a good lead in and why telling a story is worth more than showing a list of features you'll also understand how invisible marketing works how things sell even when no one notices and how what's unseen also has a powerful impact the book is packed with clear examples strategies you can adapt to any type of business and above all a step by step action plan so you can start seeing concrete results in just seven days because it's not just about knowing it's about doing and that's what you'll do sell more with more clarity more confidence and without feeling like you have to be in sales mode all day long this isn't a book to read once and then leave on the shelf it's a book to underline to reread before every campaign to apply whenever you feel stuck it's a guide that will accompany you as you build the business you want with consistent sales clients who value what you do and a strategy that doesn't exhaust you but rather moves you forward if you ever thought selling was difficult or that you weren't good at it this book will change that idea because selling isn't about shouting louder selling is about knowing how to speak to the right person at the right time with the right message and after reading this you'll be able to do just that

this resource provides practical advice to help sales professionals identify opportunities qualify prospects and sell more effectively

from amos schwartzfarb serial entrepreneur and veteran managing director of techstars austin comes the elemental essential and effective strategy that will help any startup identify build and grow their customers from day 1 most startups fail because they can't grow revenue early or quickly enough startup ceos will tell you their early missteps can be attributed to not finding their product market fit early enough or at all founders overspend time and money trying to find product market fit and make false starts follow the wrong signals and struggle to generate enough revenue to scale and raise funding and all the while they never really knew who their customers were what product they really needed and why they needed it but it doesn't have to be this way and founders don't need to face it alone through expert guidance and experienced mentorship every startup can avoid these pitfalls the ultimate guide for building and scaling any startup sales organization sell more faster shares the proven systems methods and lessons from managing director of techstars austin and sales expert amos schwartzfarb hear from founders of multi million dollar companies and ceos who learned firsthand with techstars the leading mentorship driven startup accelerator and venture capital firm that has invested in and mentored thousands of companies collectively representing billions of dollars in funding and market cap schwartzfarb and the techstars worldwide network of more than 10 000 mentors do one thing better than anyone help startup entrepreneurs succeed they know how to sell how to hire people who know how to sell and how to use sales to gain venture funding and now you can too sell more faster delivers the critical strategies and guidance necessary to avoid and manage the hazards all startups face and beat the odds this valuable resource delivers a comprehensive playbook to identify product market direction and product market fit expert advice on building a diverse sales team and how to identify recruit and train the kinds of team members you need models and best practices for sales funnels pricing compensation and scaling a roadmap to create a repeatable and measurable path to find product market fit aggregated knowledge from techstars leaders and industry experts sell more faster is an indispensable guide for entrepreneurs seeking product market fit building their sales team developing a growth strategy and chasing accelerated sustained selling success

the purpose of this book is to give you a series of ideas methods strategies and techniques that you can use immediately to make more sales faster and easier than ever before

it s time to reinvent your sales life your sales career is good but not great your customers like you but don t love you every potential customer does not want to talk to you the salesperson even if they need your product or service you keep reading the same sales books and listening to the same cd s and podcasts everyone is telling you to do the same old things you re ready to make a change in his trailblazing and wonderfully refreshing book allan langer takes on the outdated overused and utterly ineffective sales philosophies of the past and kicks them to the curb today s customer s do not want a sales pitch do not want to be coerced and absolutely do not want to be closed in this book you will learn to sell more than you ever have in your career to sell customers a product or service and actually feel good about yourself doing it and to never use a sales pitch again the 7 secrets is your gps with a new destination a new route that will take you from where you are now to a new place on your personal map that will change your life and the life of your loved ones it will also change the life of your customers as they will go from hating salespeople to only wanting to do business with you whether you are brand new in the profession or a seasoned veteran 7 secrets will be the best investment you can make in your career and in yourself

a lively and practical guide to selling anything ryan is not only charming and hilarious he could sell milk to a cow this book is going to be very helpful and humorous to a lot of people looking to up their business game andy cohen host of watch what happens live and new york times bestselling author of superficial ryan serhant was a shy jobless hand model when he entered the real estate business in september 2008 just nine years later he has emerged as one of the top salespeople in the world and a co star on bravo s hit series million dollar listing new york as well as the star of sell it like serhant he has become an authority on the art of selling whether you are selling a property or a hot tub golf balls or life insurance serhant shares the secrets behind how to close more deals than anyone else expand your business and keep clients coming back to you for more sell it like serhant is the blueprint for how to go from sales scrub to sales machine serhant provides useful lessons lively stories and examples that illustrate how anyone can employ his principles to increase profits and achieve success your measure of a good day will no longer depend on one deal or one client a good salesperson never closes a deal and wonders what now the next deal is already happening serhant shares practical guidance on how to juggle multiple deals at once and close all of them every single time sell it like serhant is a smart at times hilarious and always essential playbook to build confidence generate results and sell just about anything you ll find tips on the seven stages of selling getting fkd how to be a time manager not a time stealer negotiating like a boss the one who everyone needs a hook pulling the indecisive client forward and much more whatever your business or expertise sell it like serhant will make anyone a master at sales ready set go full of smart tricks and tips to make a seller out of you people com whether you re in real estate or an author you have to know how to sell yourself and your work because if you don t you can t eat this book from one of america s hardest hustling salesmen is a crash course into becoming great at it ryan holiday bestselling author of the obstacle is the way and ego is the enemy

the two questions most often asked by salespeople are how can i close more sales and what can i do to reduce objections the answer to both questions is the same

you learn to sell from a buyer's point of view global markets increased technology information overload corporate mergers and complex products and services have combined to make the buying selling process more complicated than ever salespeople must understand and balance these factors to survive amidst a broad spectrum of competition the sales advantage will enable any salesperson to develop long term customer relationships and help make those customers more successful a key competitive advantage the book includes specific advice for each of the eleven stage selling process set out in clear easy to understand prose with numerous case studies the sales advantage is a proven logical step by step guide that will create mutually beneficial results for salespeople and customers alike

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