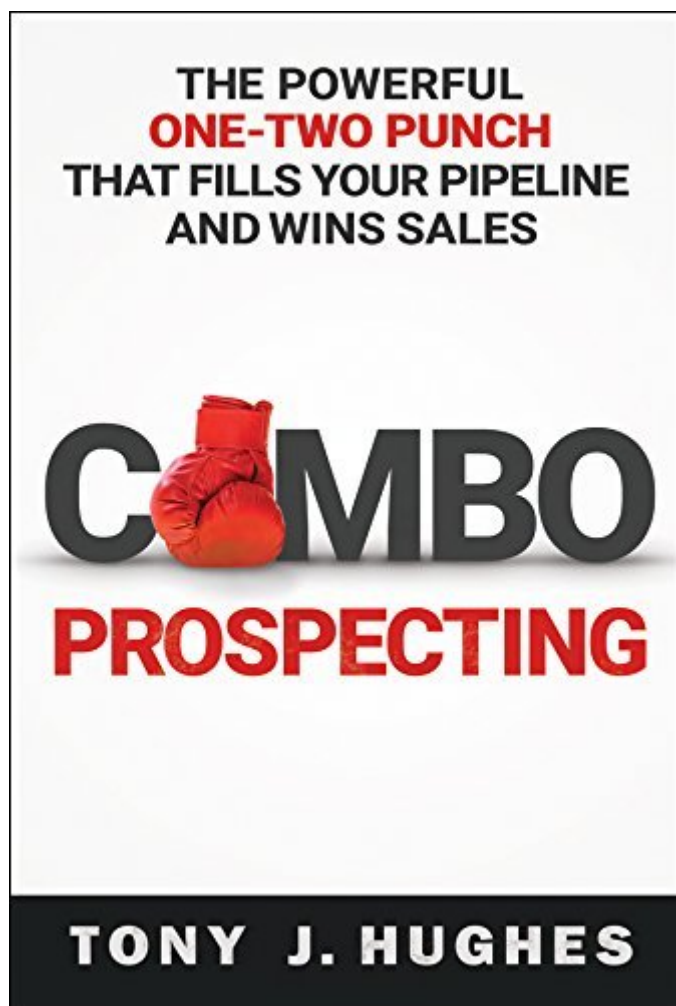


The book was found

Combo Prospecting: The Powerful One-Two Punch That Fills Your Pipeline And Wins Sales



Synopsis

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 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 media; 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.

Book Information

Print Length: 256 pages

Publisher: AMACOM (January 11, 2018)

Publication Date: January 1, 2018

Sold by: Â Digital Services LLC

Language: English

ASIN: B072LPZ3JP

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #802,671 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #49

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing >

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