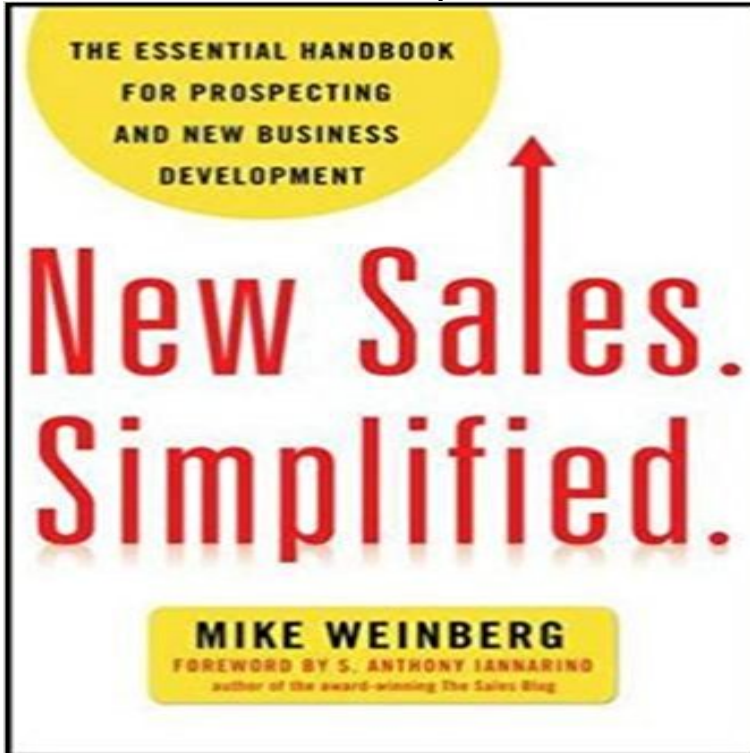


New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development



Selected by HubSpot as one of Top 20 Sales Books of All Time No matter how much repeat business you get from loyal customers, the lifeblood of your business is a constant flow of new accounts. Whether you're a sales rep, sales manager, or a professional services executive, if you are expected to bring in new business, you need a proven formula for prospecting, developing, and closing deals. *New Sales. Simplified.* is the answer. You'll learn how to:

- Identify a strategic, finite, workable list of genuine prospects
- Draft a compelling, customer-focused sales story
- Perfect the proactive telephone call to get face-to-face with more prospects
- Use email, voicemail, and social media to your advantage
- Overcome--even prevent--every buyers anti-salesperson reflex
- Build rapport, because people buy from people they like and trust
- Prepare for and structure a winning sales call
- Stop presenting and start dialoguing with buyers
- Make time in your calendar for business development activities
- And much more

Packed with examples and anecdotes, *New Sales. Simplified.* balances a blunt (and often funny) look at what most salespeople and executives do wrong with an easy-to-follow plan for ramping up new business starting today.

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