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Fanatical Prospecting

By Jeb Blount, Mike Weinberg

Hardback. Book Condition: New. Not Signed; 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 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...



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