

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

By MIKE WEINBERG

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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 buyer's 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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"The cover of “New Sales. Simplified.” boldly proclaims that the book is “the essential handbook for prospecting and new business development” and it doesn’t disappoint. If you need to hunt for new business and aren’t sure the best way to plan your attack and attack your plan, then this book is for you. If you manage a sales team that needs to elevate their new business performance to new heights, then do yourself and your team a favor and get a copy for everyone." -- ***Smart Selling Tools Blog***

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