



Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar (Hardback)

By John Jantsch

Penguin Putnam Inc, United States, 2014. Hardback. Condition: New. New.. Language: English . Brand New Book. Many of the areas that salespeople struggle with these days have long been the domain of marketers, according to bestselling author John Jantsch. The traditional business model dictates that marketers own the message while sellers own the relationships. But now, Jantsch flips the usual sales approach on its head. It's no longer enough to view a salesperson's job as closing. Today's superstars must attract, teach, convert, serve, and measure while developing a personal brand that stands for trust and expertise. In Duct Tape Selling, Jantsch shows how to tackle a changing sales environment, whether you're an individual or charged with leading a sales team. You will learn to think like a marketer as you: Create an expert platform Become an authority in your field Mine networks to create critical relationships within your company and among your clients Build and utilize your Sales Hourglass Finish the sale and stay connected Make referrals an automatic part of your process As Jantsch writes: Most people already know that the days of knocking on doors and hard-selling are over. But as I travel around the world speaking to groups of business owners, marketers, and...



READ ONLINE
[8.16 MB]

Reviews

Totally one of the best pdf We have possibly study. Yes, it really is perform, continue to an interesting and amazing literature. I am happy to let you know that this is the very best ebook i actually have go through in my personal life and can be he best pdf for possibly.

-- **Korbin Hammes**

I actually began reading this article pdf. It really is filled with wisdom and knowledge You wont sense monotony at at any time of the time (that's what catalogues are for concerning should you request me).

-- **Ena Klein MD**