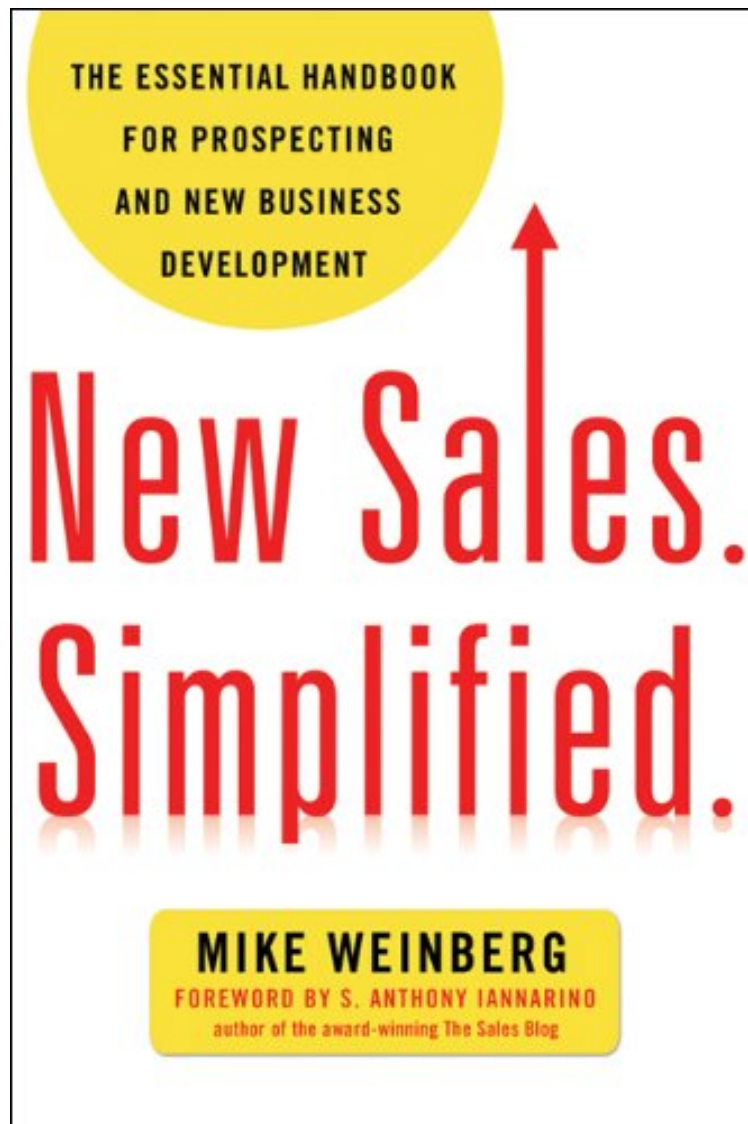


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## **New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development**

MIKE WEINBERG

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**MIKE WEINBERG : New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development** before purchasing it in order to gage whether or not it would be worth my time, and all praised New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development:

3 of 3 people found the following review helpful. Simple. Straight Forward. A Must Read for You and Your Team.By John Dot ComRarely does one find a book, particularly as related to this topic, that is both comprehensive and straight

to the point. Mike tells it like it is and in so doing sets you up to be successful in developing new business. The only other possible outcome is that you might realize that you are not suited for this field - and that's alright too. This is not a text on academic theory or some outlining hypothetical scenarios. Mike has crafted a must read that is 100% about practical actions that must be taken for sales professionals to increase their productivity by landing new accounts and driving incremental revenue. Beyond the pure common sense effectiveness of his recommendations, I was most impressed by Mike's willingness to call everyone to the mat - up to and including the C-Suite. Not only does it prove that Mike has "been there and done that" for years and across various organizational levels, but holding the CEO and his / her leadership team responsible for setting the strategic direction is spot on correct (Sales Follows Strategy: Mr. CEO, Please Do Your Job so I Can Do Mine! - Chapter 3). I read 'New Sales. Simplified.' over a weekend and was so impressed that I had a half dozen copies in the hands of my business development staff by the following Thursday. Stop contemplating this purchase and just do it - you'll be very happy that you did. 0 of 0 people found the following review helpful. Straight Forward--Pithy and Practical Advice! By Thomas J. Williams Mike has crafted a must-read book on prospecting and new business development that is comprehensive and straight to the point. This is not a tome on academic theory filled with hypothetical scenarios. Instead Mike takes the mystery out of prospecting and provides practical advice and actions that can be implemented immediately. His writing style is both pithy and charismatic. His examples reflect his years of being in the trenches and having to make a number. Mike understands all the sales issues and he succinctly provides the reader with workable solutions. As an example, his wisdom on presentation decks is simple and straight-forward yet it's rarely followed by most organizations. This tip alone is worth the price of the book. Mike's in-depth discussion on prospecting and developing your sales story is useful and practical advice. He provides some great examples of what to say in telephone calls and voicemail's. He also provides specifics of how to run a proper meeting. This book is a treasure chest of ideas and an excellent road map for new and experienced sales professionals. Buy it. Read it. Digest the content. Apply it and improve your sales results immediately. It's a must read for all sales professionals! 1 of 1 people found the following review helpful. Overdue By Tanya The come to Jesus moment of sales. Anyone half serious about taking on a sales position should consider this read; if not to help ace the interview, then to decide that sales isn't for them. Very insightful, regardless of industry or application. These skills are necessary for getting buy-in not only from clients in a sales environment, but also in any problem solving application. I would go as far as saying, "Mike, if we're changing 'cold calling' to 'proactive sales calling' then can we change 'salespeople' to 'problem-solving treasure hunters?'" Fantastic read, highly recommend, highlighted probably a quarter of the book. Onto the next one. Sales Management Simplified.

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.

"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 "I strongly believe that this book will help salespeople improve their sales results and win new business." -- S. Anthony Iannarino's Blog "If you read this book, I have no doubt you will be a better salesperson afterward." -- Mark Hunter, TheSalesHunter.com "enjoyable, understandable easy read" -- SalesDuJour.com From the Back Cover Advance Praise for New Sales. Simplified. "Mike Weinberg takes the mystery out of prospecting for new business. New Sales. Simplified. provides a powerful, practical, and proven framework to help salespeople successfully convert today's crazy-busy prospects into new customers." -- Jill Konrath, author of SNAP Selling and Selling to Big Companies "If you are responsible for new business, either as a manager or sales pro, you must not only read, but USE New Sales. Simplified. This field-tested guidebook shows exactly how to proactively go after and win the sales that you want." -- Art Sobczak, author of Smart Calling New Sales. Simplified. will help anyone in sales become more effective at his or her most important responsibility--acquiring new customers. Packed with examples and anecdotes, the book offers an easy-to-follow framework to successfully develop new business, and takes a blunt, often funny look at what you may be doing wrong when

planning and executing your sales attack. You'll learn how to: Draft a compelling, customer-focused "sales story" \* Identify a strategic, finite, workable list of genuine prospects \* Prepare for and structure a winning sales call \* Overcome--even prevent--every buyer's anti-salesperson reflex \* Use email, voicemail, and social media to your advantage \* Perfect the proshy;active telephone call to get face-to-face with more prospects \* Come across as a value creator and problem solver \* Stop presenting and start dialoguing with buyers \* Make time in your calendar for business development activities. In sales, there's no such thing as forever. You need new customers and new business -- all the time. Refreshingly honest, *New Sales. Simplified.* removes the mystery surrounding prospecting for new business. MIKE WEINBERG is a top-performing sales hunter, sales executive, and founder and President of The New Sales Coach. He speaks, consults, and coaches on new business development sales strategies. A native New Yorker, Mike lives in St. Louis, Missouri. About the Author MIKE WEINBERG's passion is new business development and helping businesses and individuals improve at acquiring new customers. He is a top-performing sales hunter, sales executive, and founder and president of The New Sales Coach. He speaks, consults, and coaches on new business development sales strategies. A native New Yorker, Mike lives in St. Louis, Missouri.