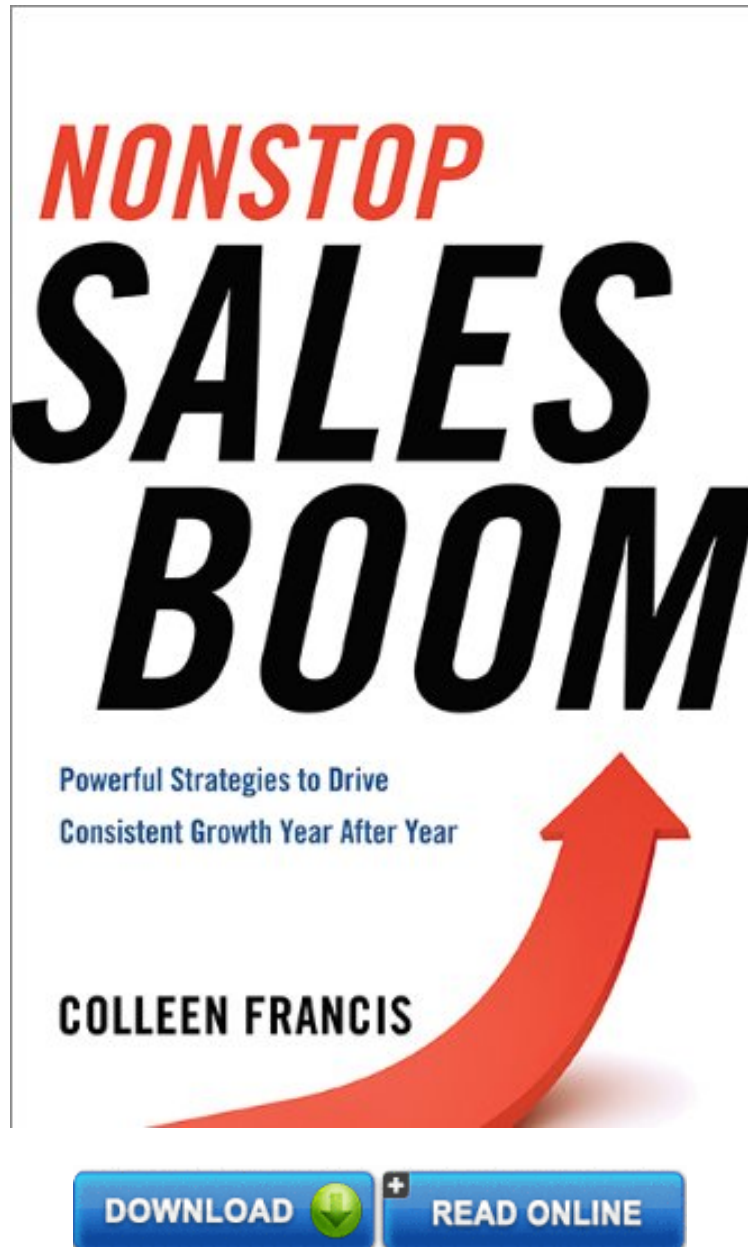


Nonstop Sales Boom: Powerful Strategies to Drive Consistent Growth Year After Year

Colleen Francis

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Colleen Francis : Nonstop Sales Boom: Powerful Strategies to Drive Consistent Growth Year After Year before purchasing it in order to gage whether or not it would be worth my time, and all praised Nonstop Sales Boom: Powerful Strategies to Drive Consistent Growth Year After Year:

6 of 6 people found the following review helpful. Colleen's new book is a must have for every sales leader who wants to drive consistent sales revenue from net-new customersBy John Duvenage"Investors who witness booms and busts pull their financing or demand cutbacks to maintain profitability, regardless of the revenue attained.Why? Because

during the boom, sellers become complacent and ignore all activities required to create future opportunities in favor of closing all the opportunities they can immediately."Her book is filled with practical, effective and counter-intuitive strategies and tips to help attract and win new customers more consistently. An example of one of Colleen's power tips is looking at sales pipeline stages as a percentage of completed stages versus the traditional probability of close stages. Because of adopting this one power tip, one of her clients was able to go from not knowing what the revenue number would be until the last day of each quarter, to being able to predict forecast to within 5% accuracy each month. This book is for every leader who is serious about taking their business to a new level of success. 7 of 7 people found the following review helpful. A book which allows you to reflect, apply, and grow By Lynn Harris We have worked with Colleen over the past several years. She has worked with individuals, teams, and presented at several of our meetings. Her way of presenting and providing feedback has allowed us to improve our sales organization. When I saw this new release, I ordered it immediately. I read it straight through. Now, I am rereading to absorb key strategies, identify aspects to share with various departments, and begin a book study with leadership. Nonstop Sales Boom opens your eyes to your organization, provides practical ways to incorporate this shift, and makes you think about your past behaviors. I look forward to watching our company change because of her work. 6 of 6 people found the following review helpful. A Must-Read For The Modern Seller By Seng Hee Tan Nonstop Sales Boom is a must read for the veteran sales leader and the seasoned or new sales professional. Colleen Francis provides a complete framework for selling with a new sales process. This actionable guide gives you the concepts and the detailed plan on how to succeed in selling to the modern buyer today. A quick read in 5 parts: Engagement, Attraction, Participation, Growth, Leverage. But it will be my constant reference for years to come. Also, Colleen writes with a vibrant style. A most enjoyable and informative read.

Do your company's sales results lurch between highs and lows--with the end of each quarter reduced to a mad scramble to meet quota? For many sales organizations, the pattern is commonplace and unshakeable. Nonstop Sales Boom explains how to break this unhealthy cycle and achieve strong, steady results--every quarter, from every member of the team. The secret is to broaden the focus from merely closing deals to actively nurturing the four critical stages of client engagement: Attraction: Fill the funnel with lucrative prospects Participation: Turn them into customers faster Growth: Invest in valued clients Leverage: Turn customers into referral generators When companies concentrate on only one or two of these areas, their results become erratic. With the field-tested strategies in Nonstop Sales Boom, readers will learn how to systematically attract a regular flow of prospects and move them smoothly through the pipeline. Packed with enlightening examples of sales disasters and standouts, this practical guide brings balance to the selling process, reliability to revenues, and booming sales all year long.

"If you are in any way responsible for sales in your company, this book is a gold mine." --The Chronicle Herald "With lots of real world examples to support her ideas and actionable advice, Francis's book is a must read for sales managers and business leaders interested in achieving long term growth and success." -- Peak Sales Recruiting "Packed with enlightening examples of sales disasters and standouts; brings balance to the selling process, reliability to revenues and booming sales all year long." --Top Sales World "If you plan to buy, read, study, teach from, and hand out just one book this year, it must be Nonstop Sales Boom." --PCB007.COM "Colleen Francis's new book is one you will mark-up, dog-ear, and highlight the heck out of." --Realtor Magazine "...great book for any professional salesperson and we love her approach to the topic of prospecting." --Go for No! "A must read for sales managers and business leaders interested in achieving long term growth and success." --Peak Sales Recruiting "If you are in any way responsible for sales in your company, this book is a gold mine." --The Chronicle Herald "Improve your skills and bring consistent growth year after year with NONSTOP SALES BOOM." --Your Sales Management Guru "I would recommend you buy this book for each of your salespeople...[discuss] how it fits in your sales process...and develop a team discussion on the topic." --Your Sales Management Guru "Insightly Best Small Business Books of 2014" "Lots of great ideas; covers every stage of the sales process and even goes beyond it to offer ideas for garnering additional sales from existing customers." --About.com/Sales "Packed with enlightening examples of sales disasters and standouts; brings balance to the selling process, reliability to revenues and booming sales all year long." --Top Sales World "This book teaches sales executives how to avoid boom-bust cycles; standout concepts for long-term business growth." --Peak Sales Recruiting From the Back Cover Feast or famine, boom or bust--it's a pattern that too many sales organizations regard as a necessary evil. And that's plain wrong. If you want a long-term career, you need to get off the roller-coaster of inconsistent results. Instead of frantic scrambles to meet quotas, you can create a strong year-round record of closed sales, repeat customers, and increasing referrals, all while you build a growing prospect list. That's what creating a Nonstop Sales Boom is all about. Colleen Francis has filled this book with scores of winning strategies and tips to fuel your own year-round sales boom. Among the many useful things you'll learn are: * Techniques to convert every legitimate lead * How to have prospects banging on your door * How your compensation formula can depress sales -- or lift them * Why requests to lower price are sure signs of a sale at a higher price * How to create customer evangelists and

epiphanies * The best way to obtain the mega-testimonials * How to "fire" bad accounts without burning your bridges behind you While extensive improvement work has been done by experts and well-intentioned companies in specific tactical parts of the sales process, never before has a focus been placed on the specific causes of, and cures for, the roller-coaster, boom-bust cycle that most sales organizations endure. Until now. By following the advice in this book, sales teams at both small and large companies have turned around lackluster track records and become the rising stars of their companies. Now it can be your turn. Advance Praise for Nonstop Sales Boom "Colleen's strategies have transformed my sales results. If you only read one book this year, make it Nonstop Sales Boom." -- Dr. Joseacute; Laurel Cross, Director, Sales, Ericsson "Working with Colleen has given us a view into our business we would not have had otherwise, and the results have been outstanding. This book is a MUST-READ for all sales leaders."-- Vince Kearns, Vice President, Trend Micro Colleen Francis knows how to get results. A successful and award-winning sales leader for over 20 years, she understands the challenges of selling in today's market, and that business leaders can no longer rely on approaches to sales based on techniques from decades ago. Her firm, Engage Selling Solutions, has attracted such clients as Merck, Chevron, Royal Bank, Hilton, Ericsson, MassMutual, and hundreds of other leading organizations. About the Author COLLEEN FRANCIS is President and Founder of Engage Selling Solutions. Selected as a 2013 Top Sales Influencer by Openview Sales Lab, Colleen is known for delivering results. Her clients include Merck, Hilton, Chevron, Royal Bank of Canada, Dow AgroSciences, Adecco, Trend Micro, and countless other leading organizations.