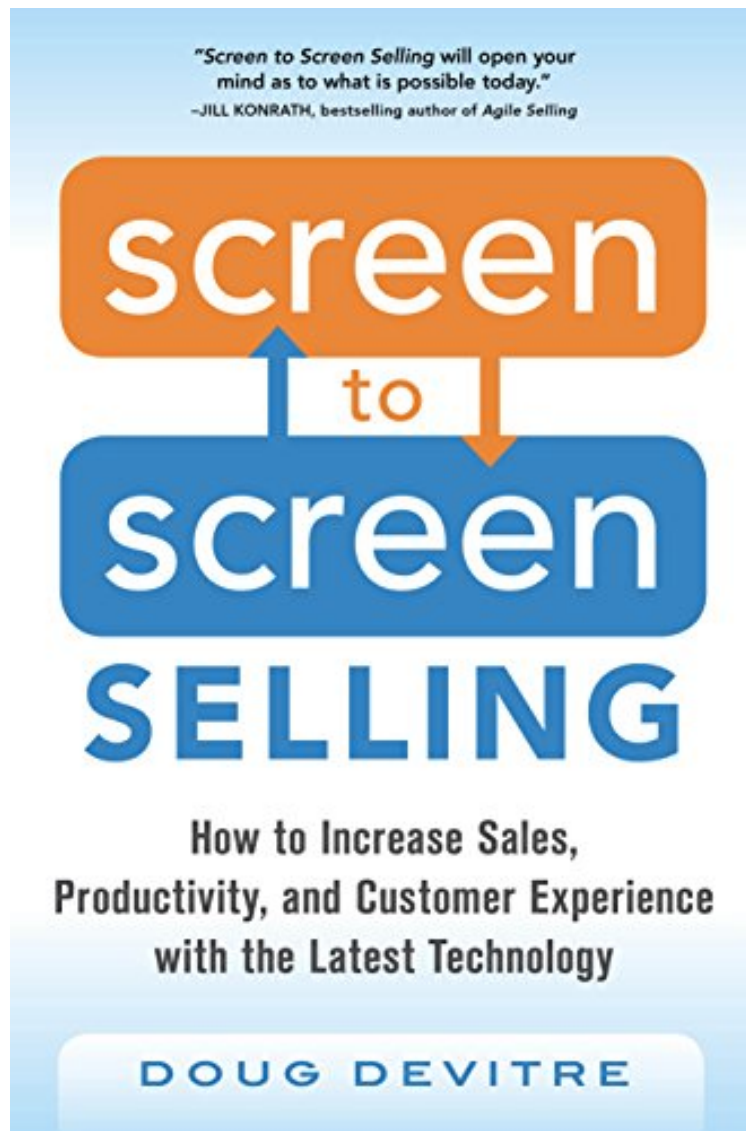


(Mobile book) Screen to Screen Selling: How to Increase Sales, Productivity, and Customer Experience with the Latest Technology

Screen to Screen Selling: How to Increase Sales, Productivity, and Customer Experience with the Latest Technology

Doug Devitre

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Screen to Screen Selling is one of the most powerful tools you will ever use. It's on your desktop, your laptop, your tablet, and your smartphone. It puts face-to-face accessibility at your fingertips, delivers high impact at a low cost, and opens up a whole new world of sales possibilities. From remote business meetings to long-distance presentations to live customer feeds, screen-to-screen is where it's at. And since it works on multiple platforms, it's wherever you want to go. That's the power of Screen to Screen Selling, a game-changing step-by-step guide that shows you how to: **INCREASE SALES** by reaching out to customers anywhere in the world **BOOST PRODUCTIVITY** by making every meeting count, getting every worker on board, and keeping every customer engaged **IMPROVE PERFORMANCE** by using visual aids in your screen-to-screen meetings, presentations, and conversations **ENHANCE CUSTOMER EXPERIENCE** by delivering the kind of personal, one-on-one service they won't find anywhere else Filled with money-saving tips, time-saving strategies, and practical tech-smart solutions to all your business needs, screen to screen selling is the perfect go-to guide for making person-to-person connections that really count—and really pay off. If the success of your business depends upon your ability to communicate, influence, persuade, or present ideas that solve problems, you need to harness the power of screen to screen technology to help you get the job done—faster, more efficiently, and more affordably. This essential user's guide provides all the information you need to access and implement the best digital and online tools available for conducting remote meetings, sales presentations, training sessions, and much more. Screen to Screen Selling will show you how to: Boost sales, performance, and customer experience—without being physically present Choose the right technology for the right job and the right budget Prepare the best visuals for every transaction, every client, every time you connect Find the highest-rated apps, software, and online services—at the lowest price possible Visually demonstrate value that only you can provide—in a way that makes you stand out from the competition Conduct meetings, train employees, coach teams, and give presentations that captivate audiences—and seal the deal every time Jam-packed with field-tested strategies, user-friendly tips, and market-ready solutions, this comprehensive guide will help you reduce your costs, manage your time, expand your customer base, and run your meetings more efficiently—even if you can't be there in person. You'll find revealing case studies of successful screen-to-screen sellers, as well as valuable presentation tools, security tips, and other online resources. As a bonus, the book includes a selection of links to screen-to-screen tutorials, webinars, checklists, and presentation slides—so you can access the information across multiple devices in multiple ways. These simple but powerful techniques can be applied to virtually any industry. Even if your primary responsibility isn't sales, you can use this innovative technology to make better decisions, stronger connections, and more new contacts than ever before. It's the picture-perfect way to sell your vision. Coast to coast. Person to person. Screen to screen. Doug Devitre is the founder of Doug Devitre International, Inc. He was inducted into the National Association of Realtors Business Specialties Hall of Fame, awarded Entrepreneur of the Year from University of Missouri-Columbia, and bestowed the top honor of Certified Speaking Professional Designation by the National Speakers Association.

From the Back Cover"Finally a book that provides the 'how to' in using the latest technology for strategic growth into new markets."--James Dwiggins, CEO, NextHome Inc."The business of selling has changed. The problem is very few salespeople understand how the business has changed. Doug Devitre has the plan and lays it all out for you to see and more importantly how to implement it. If you're not concerned about selling faster and more efficiently then there's no need for you to read this book. If on the other hand you're looking to close more sales faster than you need this book NOW."-- Mark Hunter, The Sales Hunter and author of High-Profit Selling"Relationship doesn't have to be a casualty at the intersection of humanity and technology. Doug masterfully connects real sales skills with practical strategies for scaling your productivity and paydays. Don't

miss the opportunity to add this competitive edge to your arsenal. The future will belong to the sales rep who gets beyond connecting to technology and masters connecting through it. Grab this competitive edge. In fact, get a copy for everyone on your team."--Roger Courville, CSP, and author of *The Virtual Presenters' Playbook*"Technology can get in the way even more if you don't know how to use it confidently. Finally, a book has been published that shows you how to build trust with customers, demonstrate your skills and convert them to clients without gassing up the car to meet them. Screen to Screen Selling is a step-by-step guide that helps you select the right technology, conceptualize tough problems faster and develop new technical skills needed to be competitive in today's housing market. It is a must read for every real estate professional."--Steve Harney, Founder and Chief Content Creator, <http://www.keepingcurrentmatters.com/>"Because of advanced technologies, selling today is slowly but surely moving from face-to-face, in-person selling to virtual selling. Doug Devitre's new book on screen to screen selling is an incredible resource to help us master this new electronic form of selling. As most of our sales are over the phone and computer demonstrations, I quickly had my staff dig into Doug's book to help us become more effective and efficient at screen to screen selling. It's working!"--Dr. Tony Alessandra, author of over 30 business books including *Collaborative Selling*"Some of us have always known that selling remotely is the smartest way to sell. Now, there is no excuse for EVERYONE to do it. Screen to Screen Selling removes the barriers for salespeople who were reluctant to marry selling skills and strategy, the phone, and technology. Get it and master it before your competition does."--Art Sobczak, author of *Smart Calling* "Every sales professional should read this book. Doug DeVitre's new book, *Screen to Screen Selling* is the most comprehensive and thoughtful work I have seen on the utilization of technology to sell one's products and services. Don't make yourself obsolete by ignoring the new ways to sell when the content of this book will give you a competitive advantage!"--Don Hutson, coauthor of the New York Times #1 bestseller, *The One Minute Entrepreneur*, and CEO of U. S. Learning and Hall of Fame Speaker"I'll open your mind to what's really possible today. *Screen to Screen Selling* is filled with info, tips and resources to help you leverage technology to increase sales."--Jill Konrath, author of *Agile Selling*, *SNAP Selling* and *Selling to Big Companies*"Online collaboration and presentation tools have matured along with internet connectivity such that screen to screen should be one of the main ways you communicate and collaborate. Doug provides the when, why, and how to use your computer to remotely meet with clients, coworkers and even friends and family. Read his book, apply the strategies you learn here and you may find that screen to screen provides you with a better quality of life and a very positive ROI."--Glenn Sanford, Founder and CEO, eXp Realty"*Screen to Screen Selling* is comprehensive is covering global trends, mobile solutions, customers' expanding needs, and pragmatic sales metrics. I think it will become THE source for market leaders, start-ups, and early adapters."--Alan Weiss, PhD, author, *Million Dollar Consulting* and 60 other books"*Screen to Screen Selling* is the perfect step by step guide for selling in today's technology driven world. Doug Devitre outlines how to successfully use your existing resources to garner the most business without compromising the customer experience."--Eric Yuan, CEO, Zoom Video Communications, Inc."Old school selling was belly rubbing sales guys. Now the best sales professionals use screen-to-screen. Doug Devitre shows us how we can use technology, time, and tenacity to drive success in sales from anywhere."--Jeffrey Hayzlett, Primetime TV Radio Host, speaker, author and part-time cowboy" "The next generation of real estate is choosing smarter technology, raising the bar for the customer experience, and fine tuning skills to be more productive in an increasingly competitive marketplace. *Screen to Screen Selling* is the first book to pick apart the remote sales process and provide actionable and measurable checklists that will aid the astute real estate agent to increase sales and productivity."--Stefan Swanepoel, New York Times best-selling author of *Surviving Your Serengeti* and Chairman, Swanepoel T3 Group

About the Author Doug Devitre is the founder of Doug Devitre International, Inc. He was inducted into the National Association of Realtors Business Specialties Hall of Fame, awarded Entrepreneur of the Year from University of Missouri-Columbia, and bestowed the top honor of Certified Speaking Professional Designation by the National Speakers Association.