

Amp Up Your Sales: Powerful Strategies That Move Customers to Make Fast, Favorable Decisions

Andy Paul

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Selected by HubSpot as one of Top 20 Sales Books of All Time

Salespeople today face a fast-paced and increasingly crowded marketplace where meaningful product differentiation has all but disappeared. To compete successfully, sellers must set themselves apart in the eyes of buyers. *Amp Up Your Sales* shows anyone how to become the trusted sales professional who consistently wins new business.

Customers are overloaded with information, overwhelmed by options, and short on time--so the salesperson who is always responsive and completely focused on value, is the one who will stand out from the crowd and get the sale. Combining leading-edge research with field experience, the book shows readers how to:

Maximize the value of their selling - Accelerate responsiveness to build trust and credibility - Earn valuable selling time with customers - Shape the buyer's vision - Integrate persuasive stories into their sales process - Build lasting relationships through follow-up and customer service

Insightful and practical, the book arms salespeople with a powerful set of strategies they can use to spur buyers to say yes!



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