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Straightforward secrets and strategies for salespeople who want to join the winning top 5 percent of the sales force

- Get your foot in the door
- Control the sale without manipulation
- Create a sense of urgency
- Let the buyer participate
- Learn the crucial subtleties of an aggressive approach
- Target the biggest sales
- Sell abroad

And much more For many companies, 20 percent of their sales force generates 80

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percent of their sales volume. In this hands-on guide, Robert L. Shook, a master salesman, teaches the high-pressure strategies that mean the difference between a super seller and a salesperson. The methods spelled out in this book describe what it takes to be in the elite 5 percent. In *Hardball Selling*, Shook inspires all salespeople to dare to be different and master hard selling without browbeating or offending customers. Shook spent 17 years in the trenches perfecting his successful strategies. Using the four basic principles of hardball selling, he guides you through all the steps, from getting past the "gatekeeper" to the single-minded tactics necessary to close a sale. "Shook's *Hardball Selling* is provocative and controversial—and filled with wonderful selling tips. I highly recommend it to every salesperson."—Martin D. Shafiroff, the world's No. 1 stockbroker

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Straightforward secrets and strategies for salespeople who want to join the winning top 5 percent of the sales force • Get your foot in the door • Control the sale without manipulation • Create a sense of urgency

- Let the buyer participate
- Learn the crucial subtleties of an aggressive approach
- Target the biggest sales
- Sell abroad

And much more For many companies, 20 percent of their sales force generates 80 percent of their sales volume. In this hands-on guide, Robert L. Shook, a master salesman, teaches the high-pressure strategies that mean the difference between a super seller and a salesperson. The methods spelled out in this book describe what it takes to be in the elite 5 percent. In *Hardball Selling*, Shook inspires all salespeople to dare to be different and master hard selling without browbeating or offending customers.

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Shook spent 17 years in the trenches perfecting his successful strategies. Using the four basic principles of hardball selling, he guides you through all the steps, from getting past the "gatekeeper" to the single-minded tactics necessary to close a sale.

"Shook's Hardball Selling is provocative and controversial—and filled with wonderful selling tips. I highly recommend it to every salesperson."—Martin D. Shafiroff, the world's No. 1 stockbroker

Hardball takes leaders deep inside the world of hardball competition - a world where the players are zealously committed to winning and relentlessly driven to strengthen their competitive positions, creating a virtuous cycle that puts them far out of competitors' reach. Based on twenty-five years of experience advising and observing a range of companies, Stalk and Lachenauer reveal how hardball

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competitors achieve decisive victories - without bending the law and without compromising their obligations to customers and stakeholders. These companies often play rough, and they don't apologize for it. Yet they are also extraordinarily adept at the "soft" side of management - rallying talent and building culture through a laserlike focus on the few issues most critical to success. Using detailed and engaging stories from many industries, Hardball outlines seven classic hardball strategies: unleash massive and overwhelming force, exploit anomalies, threaten competitors' profit sanctuaries, take it and make it your own, entice competitors' into retreat, break industry compromises, and hardball M&A. The authors reveal who uses hardball strategies, under what circumstances each strategy is most effective, and how to orchestrate the attack.

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At one time or another, every one faces the challenge of advancing past an unresponsive gatekeeper and getting his or her message across to real decision makers. Now they can use over 200 field-proven strategies for converting any telephone into a powerful sales ally that gets people to return calls and produces skyrocketing sales. National print ads, media.

Don ' t let anyone tell you that you have to choose between making money and making a difference. *Selling With Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud*, 2nd Edition is an update of the acclaimed book that changed the game in sales. Using real-

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World data, compelling stories and psychological research, *Selling With Noble Purpose* explains why salespeople who genuinely understand how they can make a difference to customers outsell those who only focus on internal targets and quotas. Sales leadership experts McLeod and Lotardo reveal how a Noble Sales Purpose (NSP) can drive a team to outstanding sales numbers. Whether you 're an executive, manager or aspiring sales leader, you 'll discover how to find your own Noble Sales Purpose and create a sales force of True Believers. This new edition covers: How firms overcome ferocious competition and how you can do the same Why sales organizations with a clear NSP outperform traditional sales teams How to avoid the trap of behaving like a transactional salesperson Why well-intended leaders often unknowingly erode purpose and differentiation How to use

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your NSP to increase customer engagement Why an NSP gives you clarity during times of uncertainty In an era where organizations often believe that money is the primary way to motivate salespeople, Selling with Noble Purpose offers an exciting and sustainable alternative.

A bomb explodes, taking the life of Louise Sugarman and injuring reporter Cat Marsala. As a controversial advocate for the decriminalization of drugs and for treating addiction as a medical problem, Sugarman has many enemies. Outraged by the attack, Cat resolves to find the killer. The Investigation forces Cat to confront the Issues and the people on both sides of the debate.

Chicago politics—past, present, and future—take center stage in this complex

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and compelling V.I. Warshawski novel from New York Times bestselling author Sara Peretsky. Tracking down missing persons is part of V.I. Warshawski ' s job. But Lamont Gadsden has been missing for more than forty years—last seen heading out into the 1967 blizzard, in the midst of Chicago ' s racial unrest. V.I. figured the search would be futile. She didn ' t realize it would be lethal...or lead to troubling discoveries about her own family. And when her young cousin Petra disappears, an angry preacher, a jailed gangbanger, and politics from both past and present interconnect—and plunge V.I. into a mystery as unsettling as the ' 60s themselves. A New York Times Notable Crime Book of the Year One of NPR ' s Top Five Crime Novels of the Year

Over 40 of the world's best salespeople -
from varied backgrounds such as the top

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Electrolux salesman to Ross Perot to Mary Kay Ash - tell some of their favourite stories from the road. The book covers all industries in all areas of sales.

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