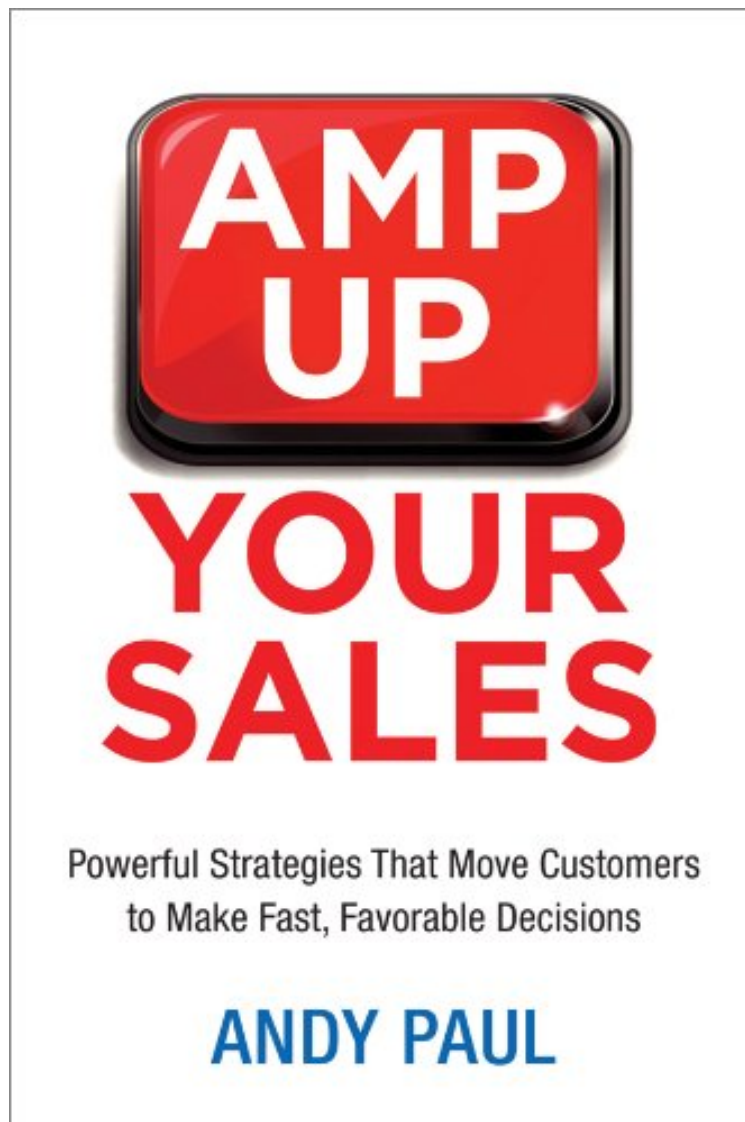


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Amp Up Your Sales: Powerful Strategies That Move Customers to Make Fast, Favorable Decisions

Andy Paul

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Andy Paul : Amp Up Your Sales: Powerful Strategies That Move Customers to Make Fast, Favorable Decisions before purchasing it in order to gage whether or not it would be worth my time, and all praised Amp Up Your Sales: Powerful Strategies That Move Customers to Make Fast, Favorable Decisions:

18 of 18 people found the following review helpful. Practical, Powerful, Really Well-Written and Much Needed for Sellers Today By Mike Weinberg | Consultant, Speaker, Author This book already has a bunch of great reviews and it is

going to get many more! I knew Andy Paul's book was on the way for several months and that only made it more exciting to finally get my hands on my own copy of *Amp Up Your Sales*. I like everything about this book: the layout, accessibility, smooth writing, short, punchy chapters, practical approach, valuable insights, meaty advice. Full disclosure: I've known Andy Paul for several years and have great respect for his experience and sales acumen. And anyone who reads *Amp Up Your Sales* will not only gain a similar respect for him as a sales expert, but as an author. This book is so well organized and well written; it's a joy to read. And what's even better? It's no-nonsense. There's no hype and hyperbole, no shiny new toys and fake new theories - just really solid, really helpful sales advice for today's sellers. Paul's long-time premise has been that we can accelerate the speed of selling and our own sales performance by helping buyers make good decisions faster. That theme permeates the valuable tips throughout the book. Paul delivers not just the theory, but the "how." He implores sellers to turn off the auto-pilot and become more thoughtful, aware, intentional and deliberate about every interaction with the customer. Customers have limited time and many people and tasks competing for that time. That means that they must receive value from every interaction with a salesperson. While there is much to love in this book, Chapter 37 may be my favorite. Paul tackles the critical topic of the "sales story" and makes a strong case about the need for a compelling, customer-issue-centered message. I love the way he challenges the reader to think hard about how you answer the question "what do you do?" And I am in complete agreement with his recipes for strengthening your story. Grab this book and sharpen your sales approach. It delivers on the promise in the subtitle: Gain the powerful strategies that move customers to make fast, favorable decisions. - Mike Weinberg, *The New Sales Coach* and author of the #1 Best-Seller, *New Sales. Simplified*. 6 of 6 people found the following review helpful. Paul Powers Your Potential By Dan Waldschmidt[[VIDEOID:c7df172830fb123c76bc61f2ab5489dc]] Andy Paul exposes a glaring weakness in most sale strategy -- it takes way too long to find and close deals with prospects who are already excited about spending money with us. WOWZERS... Seems obvious right? Then why do so many businesses screw it up? Andy Paul blows it up. Grab this book. Read it. 0 of 0 people found the following review helpful. I was not disappointed. The book is filled with both instructional and ... By Matthew J Duffy I purchased *Zero-Time Selling* and have been reading Andy Paul's emails for the last year. His insight and motivational thoughts are really helpful. When *Amp Up Your Sales* became available I purchased it without thinking about it. I was not disappointed. The book is filled with both instructional and motivational content. I have been struggling with doing the prospecting necessary to fill the top of my funnel. I really liked the section on "Amp Up Your Prospecting". It contains 5 chapters on prospecting. My favorite being chapter 25 "Doing What it Takes to Succeed". Sometimes you need a kick in the pants to do the activities required to generate leads... but if those activities aren't generating enough leads, then you have to try something else -- even if it means picking up the phone and making cold calls. (As Shakespeare said, "Ay, there's the rub") You won't be disappointed with this book.

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 time; 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!