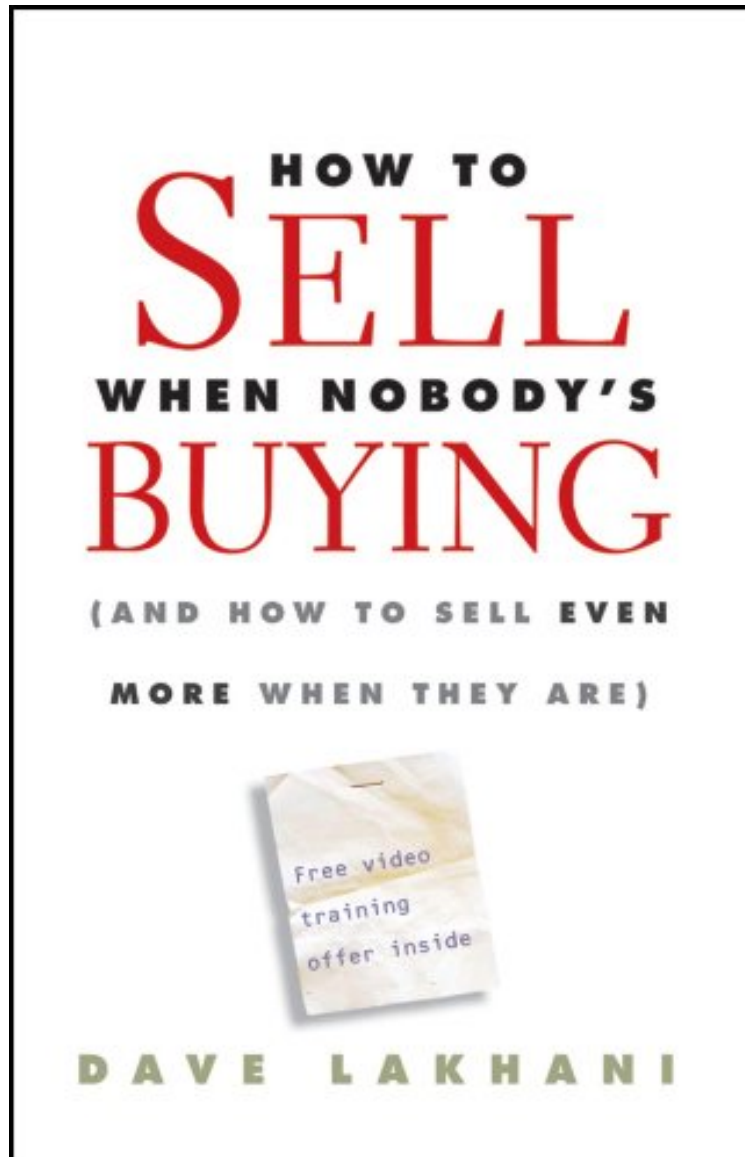


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How To Sell When Nobody's Buying: (And How to Sell Even More When They Are)

Dave Lakhani

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From the Inside Flap You are holding this book because you need to make more sales fast in an uncertain time. The pressure to sell has never been higher. But as the economy, your industry, and the markets change, does that really mean that people aren't buying anymore? Of course not. First, you have to understand, it's not your fault. You're struggling because the current model for reaching and converting customers is seriously outdated and no longer works. You must develop new skills in a rapidly changing world if you intend to sell. We're in a new economy full of rapidly changing industries and new sales rules apply. Customers have up-to-the-minute information access, a global reach, a social-networking mindset, a desire for instant gratification, and expectations of more powerful, high-tech experiences. That means you must understand what consumers demand of you before putting products and services in front of them. You need to pick up the tools that connect you to your market, expand your networks, and create a persuasive message that reaches customers where they live. The rules have changed and only those most adaptable to change will survive. This approach is necessary for everyone in the sales industry. Whether you're a salesperson, a sales manager, are self-employed, or are part of a sales team, How to Sell When Nobody's Buying is the one-stop resource you need to stand out in the marketplace starting now. A master persuader, marketer, and sales strategist, Dave Lakhani provides the tools and techniques you need to make a difference in your sales numbers and profits immediately, including: Free or low-cost prospecting tools that encourage instead of turn away customers