



## Zero-Time Selling: 10 Essential Steps to Accelerate Every Company's Sales

By Andy Paul

Morgan James Publishing. Paperback. Book Condition: New. Paperback. 184 pages. Dimensions: 8.3in. x 5.5in. x 0.3in. Customers today have a simple request of all sellers: Just give me the information I need. Now. Don't dress it up, don't overdo it, don't take me to lunch. The time I have to invest in you is limited, and all your extraneous activity just wastes my time. Zero-Time Selling gives every sales professional, sales manager, entrepreneur and CEO the tools to be completely responsive to that customer request. And win more orders in less time. Zero-Time Selling describes the 10 essential sales practices that will enable you to: 1. Sell more, faster, without adding headcount 2. Create value for customers and differentiate yourself from competitors by how you sell 3. Convert a greater percentage of your sales leads into orders 4. Build a loyal customer base and increase repeat business 5. Increase the productivity of all your sales channels In today's fast-paced information-driven economy, your customers will acquire approximately 70% of the information they need to make an informed buying decision about your product or service from the Internet before they ever talk to your salesperson. When they finally contact you, it means their need for information is time-sensitive...



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