



# New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development

By Mike Weinberg

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No matter how much repeat business you get from loyal customers, the lifeblood of your business is a constant flow of new accounts. Whether you're a sales rep, sales manager, or a professional services executive, if you are expected to bring in new business, you need a proven formula for prospecting, developing, and closing deals. *New Sales. Simplified.* is the answer. You'll learn how to:

- Identify a strategic, finite, workable list of genuine prospects
- Draft a compelling, customer-focused "sales story"
- Perfect the proactive telephone call to get face-to-face with more prospects
- Use email, voicemail, and social media to your advantage
- Overcome--even prevent--every buyer's anti-salesperson reflex
- Build rapport, because people buy from people they like and trust
- Prepare for and structure a winning sales call
- Stop presenting and start dialoguing with buyers
- Make time in your calendar for business development activities
- And much more

Packed with examples and anecdotes, *New Sales. Simplified.* balances a blunt (and often funny) look at what most salespeople and executives do wrong with an easy-to-follow plan for ramping up new business starting today.

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