



Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar (Hardback)

By John Jantsch

Penguin Putnam Inc, United States, 2014. Hardback. Condition: New. New.. Language: English . Brand New Book. Many of the areas that salespeople struggle with these days have long been the domain of marketers, according to bestselling author John Jantsch. The traditional business model dictates that marketers own the message while sellers own the relationships. But now, Jantsch flips the usual sales approach on its head. It s no longer enough to view a salesperson s job as closing. Today s superstars must attract, teach, convert, serve, and measure while developing a personal brand that stands for trust and expertise. In Duct Tape Selling, Jantsch shows how to tackle a changing sales environment, whether you re an individual or charged with leading a sales team. You will learn to think like a marketer as you: Create an expert platformBecome an authority in your fieldMine networks to create criticalrelationships within your company andamong your clientsBuild and utilize your Sales HourglassFinish the sale and stay connectedMake referrals an automatic part of yourprocessAs Jantsch writes: Most people already know that the days of knocking on doors and hard-selling are over. But as I travel around the world speaking to groups of business owners, marketers, and...



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Reviews

An exceptional pdf and the typeface utilized was fascinating to read through. It can be written in straightforward words and phrases instead of confusing. I am just quickly could possibly get a delight of looking at a written ebook.

-- Prof. Arlie Bogan

It is a single of the best book. This is for those who state there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Barney Robel Jr.