



Mastering Your Sales Process: How to Create a Winning Sales Process for You, Your Boss, and Your Prospects

David Masover

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Get the tools and techniques you need to get the sales

Mastering Your Sales Process is not like other sales books.

While many popular sales books are filled with stories, research and theories, *Mastering Your Sales Process* is full of tools, techniques and tactics.

In other words, it is a "do this" kind of a book.

"It is the first book I've read that exceeds Tom Hopkins 'How to Master the Art of Selling' book as an introduction to our profession."

-Russ Emrick, Amazon Top Reviewer of Business Books, Member of Vine Voice

Mastering Your Sales Process was written for the salesperson or sales manager who wants to take what they know about sales and streamline all of that into an effective selling system. The book is designed to help readers develop their own customized sales process by first examining each step of their sales process in detail, and then integrating each step into a cohesive, integrated effective sales strategy. Each chapter has a concise summary, and an exercises section at the end. By completing the exercise sections, readers will create a personalized sales plan or a metrics based for a sales team or organization.

The book also has four detailed appendices in the back to give addition details about sales tactics and techniques, including:

- Building and executing effective prospecting plans
- Mastering "introduction" (cold) calls
- Handling specific prospecting objections
- Creating an actionable selling system

When you are done with *Mastering Your Sales Process*, you will have a clear, personalized plan for how to initiate new business and bring it to a successful close. You will also learn how to manage multiple ongoing lines of business - a positive problem you will create for yourself when you apply the techniques in this book to your own selling situation.

To your success!

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Lily Winstead:

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