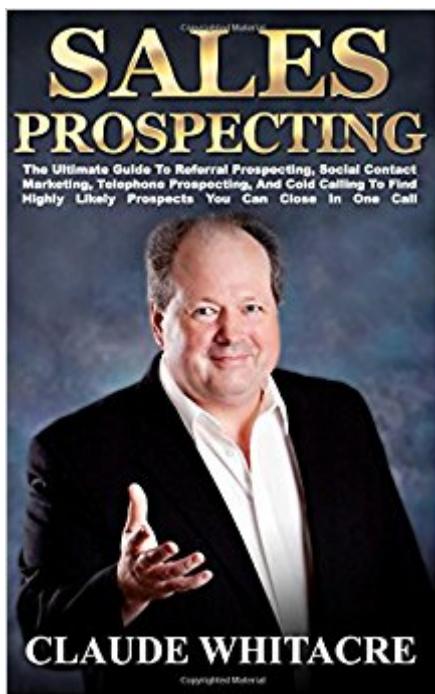


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# **Sales Prospecting: The Ultimate Guide To Referral Prospecting, Social Contact Marketing, Telephone Prospecting, And Cold Calling To Find Highly Likely Prospects You Can Close In One Call**



## Synopsis

The single greatest factor in sales prospecting, is whether you are talking to people that are highly likely to buy from you. No matter what you sell or where you sell it...if you want to know, step by step, how to quickly and easily find the sales prospects who are highly likely to buy from you, you need to read this book. If you want to know how to get referrals of people that are eager to talk to you about your product or service, you need to read this book., If you want to know how to get people to ask you about your business, in a completely no-pressure environment, you need to read this book. Inside, you'll discover; Why prospecting the way you were taught is a colossal waste of time. Right now, in your city, there are between ten and a hundred people that are looking to buy what you sell. You'll see how to find those people. The one vital factor in getting referrals that nobody is taught, that will triple the number of referrals you get. How to virtually guarantee that 80% of the referrals you get, will be happy to see you, and will meet with you. The one secret to referral prospecting that will almost guarantee that referrals will buy from you. How to get people to ask you about your business, in a way that is completely natural and comfortable. Why networking is usually a waste of time, and how to make sure it's profitable for you. A proven method, not taught anywhere else, to find the prospects that will almost certainly buy from you... and the system to see an endless supply of these highly likely prospects. How to completely eliminate the stress & tension that you feel when it comes to calling a prospect on the phone. How to prospect for sales with integrity and pride. How to go from being seen as a salesperson to being a trusted adviser, whose recommendations will be quickly accepted... no matter how you prospect. And the first time in print, the approach used to get sales appointments, without actually asking for an appointment, that will cause your sales to go through the roof. Sales prospects find it almost impossible to say "No" to this approach. Every method is field tested and proven, by me, in the field. Complete with every script, answers to every objection, and every resource you need to send your sales prospecting results through the roof. Every method in the book is proven in the field. Everything taught has been used successfully to get thousands of sales presentations. Everything you read here works. Sales Prospecting is more than just a book on prospecting for new sales, it's a complete training course dedicated to one sole objective... getting you more appointments with people who are highly likely to buy from you.

**A Note From The Author**

The strategies taught in this book have worked for me personally, and for my clients in 71 different industries, all over the US. Â No matter what business you are in, or what area you are in, these methods will work for you. Â My intent is to genuinely help you. This is a no-risk purchase. If you don't agree that Sales Prospecting gives you the best system for generating sales appointments that you have ever read, simply return

the book for a full refund. Scroll up and get Sales Prospecting right now, and discover for yourself how to find the most qualified prospects, quickly and easily.

## **Book Information**

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## **Customer Reviews**

Hi, If you have already read the book description, you're at that point now where you are thinking "Should I get this book?". Well, I'm going to let you in on a secret....In my 40 years selling, studying and testing sales techniques and selling strategies, I've discovered something....Your income as a salesperson doesn't grow steadily over the years. It grows in leaps and bounds. It takes a jump and then plateaus. What causes these leaps? A new sales prospecting strategy, a tested technique you learned from a mentor, a new approach that excites you.....This book can give you that next leap up. In my career, I've been fortunate enough to meet top salespeople in dozens of different industries. The vast majority of what I have learned about selling, I've learned from top salespeople in industries other than my own. Once you understand why a sales technique works, you can apply it to any type of selling. So if you are asking, "Will the sales prospecting methods I learn in this book work in my business?".... the answer is Yes. If you decide to read my book, I can promise you this; Everything you read is true. Every sales prospecting strategy and sales technique is tested and works. You're getting my best stuff, for the price of a sandwich. I hope you like it. Â Claude

Claude Whitacre has been selling for nearly 40 years. He has broken company sales records, been a keynote speaker at industry conventions and trade shows, and still makes sales to test ideas and

teach what works. He is regularly asked to speak for business owner groups on selling, and how to dramatically increase sales. Claude speaks to groups of business owners and salespeople... and nobody else. Claude is the author of several books on selling. Claude and his wife Cheryl live in the small college town of Wooster Ohio.

I never thought I'd ever say I love a book about cold calling, but this one really deserves it. The fact is, I've been looking for books on cold calling for a while, because I want to expand my client base FAST, but they all seemed to be too complicated - and intimidating. Or too involved, with too much lead time involved, or costly "lumpy mail" to be sent first, too many different scripts to use, and so on. And then I found Claude Whitacre's book... What seemed to be complicated and intimidating before now feels more like a "just do it" task. He shows us how to quickly sort through the people who are not interested to get to the few that are. And sell to THOSE. For the first time ever, I'm actually kind of excited about cold calling. I started reading this book on my Kindle and kept bookmarking pages, but halfway through, I decided to switch to the cloud version and go back in order to simply create a cheat sheet for myself - copying over the key scripts I'd be using. Now I have just a few pages to print out and I'll be ready to get to work. The book doesn't stop with cold calling either. There's excellent info on how to get referrals AND on how to network effectively, complete with a highly effective template for elevator pitches with the same elegant simplicity as his cold calling approach. This book rocks! If you're trying to find more clients and are open to cold calling, I bet you'll love it too!

I'm giving Claude four stars for this one largely due to the pragmatic nature of his approach. I am a sole proprietor... which means I am also my "sales force." There are no clients unless I go out and get them. A cornerstone of Claude's approach is making a LOT of contact with a LOT of prospects: "Phone faster.. in 1 hours time youÃ¢ÂÂ™ll get a couple of solid appointments if you phone fast. Then youÃ¢ÂÂ™ll say, Ã¢ÂÂœWow, this worksÃ¢ÂÂ. If you call only a few every hour, it will feel like you never get an appointment. Ã¢ÂÂœIt doesnÃ¢ÂÂ™t work.. I called for a whole hour!Ã¢ÂÂ Phone faster." Now, the only CHALLENGE with that... if you want to use a list of pre-qualified prospects rather than the Yellow Pages shotgun approach... is that you either have to purchase the list or compile it yourself. Decent, "scrubbed" lists cost a lot of money. Do-it-yourself lists are the best, because you can be assured of their accuracy before you pick up the phone or walk in, but it takes many, many hours to come up with even the smallest of lists. That's true of what I do... Web Design. For your product or service it might take more time, it might take less. Claude

doesn't really offer a solution for that obstacle, he just assumes you're reading the book on the other side of it. He does offer a few list sources, but sometimes a low budget means no budget, and when it comes to "free" list brokers, you get what you pay for. Unless you can afford the best list available, you really are better off investing the sweat equity and compiling it yourself. What I like BEST about Claude's philosophy...the source of my 4 star rating overall for the book...is his "care while not caring" principle. You have to care enough to pick up the phone or hit the streets, yes. But you have to immunize yourself against "caring" about prospects who don't want what you have to offer. That's where most salespeople slow down or stop...they take the rejection personally, which is foolish, because it's never really a "personal" exchange with a prospect on first contact anyway, unless you're coming to them via a referral. This is a book for WORKING salespeople...he's not teaching any tricks or gimmicks here. It's more "old school" than some of the modern sales gurus like Jeffrey Gitomer. I would not say that this is the one and only book on sales that you should own. I would say that you should own it, that you should learn as much from it as you can, and add it to the well-rounded knowledge you have gained from other sources. Study the "sales dogs" like the immortal Zig Ziglar and Brian Tracy. Get a couple of Gitomer books like "The Sales Bible" and "The Little Red Selling." Add Claude's expertise to that mix and you will be one empowered individual, ready for success.

As a sales trainer, I can tell you that prospecting is simply the step of the process nobody seems to want to do. Alas, prospecting is the FIRST step of the sales process. You won't get many conversations if you won't prospect! This is right where Claude's book comes in. Choosing your prospects carefully--to the point of spending MOST of your time selecting those prospects--is the #1 thing you can do to ensure your sales success. Claude shows you how to find those prospects who want to talk to someone like you...who you don't have to persuade to buy...and how to start those conversations so that they don't sound like grinding gears. If you want a more pleasant and effective experience, and to make the money you desire, this is your starting point.

This book is primarily for salespeople, but I found it works for anybody in any situation. At the end of the day, we're all selling ourselves, and sometimes we need some pointers on how to get our ideas across. I liked the way the book is laid out and Whitacre's style. I enjoyed it and found it very useful. I especially liked how he explained that when you get a 'no' figure out what you're saying that's getting the no, and stop saying it. Some writers actually want you to believe "no" brings you closer to the sale. Whitacre is right. It just gets you another no. Good advice, in a straight forward style. I

highly recommend it.

Prospecting is a 4 letter word in selling. It's not my favorite part of the profession. Thankfully Claude speaks the untarnished truth. I'd warn anyone thinking of reading this book. It tells the prospecting story like it is. It's not pretty, it's not easy, but it's necessary for every sales person to be successful. I love not only the content, but that Claude's set the book up as a reference manual. He's covered every aspect of prospecting, what anyone will encounter, and indexed it for easy reference. If you're not ready to really hear how to prospect successfully then this book isn't for you. If you want to succeed and you're willing to learn the truth, from a master, then this book is for you. I've had the chance to sit and talk with Claude on countless occasions and this book is only the tip of the iceberg of his knowledge on the subject. A must read for the serious sales person.

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