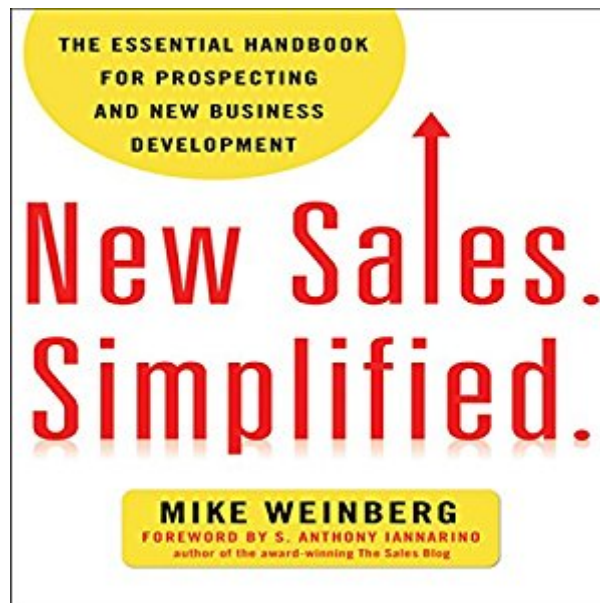




The book was found

New Sales. Simplified.: The Essential Handbook For Prospecting And New Business Development



Synopsis

Selected by HubSpot as one of the top 20 sales books of all time 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.

Book Information

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Customer Reviews

Rarely does one find a book, particularly as related to this topic, that is both comprehensive and straight to the point. Mike tells it like it is and in so doing sets you up to be successful in developing new business. The only other possible outcome is that you might realize that you are not suited for this field - and that's alright too. This is not a text on academic theory or tome outlining hypothetical

scenarios. Mike has crafted a must read that is 100% about practical actions that must be taken for sales professionals to increase their productivity by landing new accounts and driving incremental revenue. Beyond the pure common sense effectiveness of his recommendations, I was most impressed by Mike's willingness to call everyone to the mat - up to and including the C-Suite. Not only does it prove that Mike has "been there and done that" for years and across various organizational levels, but holding the CEO and his / her leadership team responsible for setting the strategic direction is spot on correct (Sales Follows Strategy: Mr. CEO, Please Do Your Job so I Can Do Mine! - Chapter 3). I read 'New Sales. Simplified.' over a weekend and was so impressed that I had a half dozen copies in the hands of my business development staff by the following Thursday. Stop contemplating this purchase and just do it - you'll be very happy that you did.

With a plethora of sales books on the market, it can be a crap shoot finding one that delivers unique value. It helped my decision to buy when I noticed from his bio Mike and I share a St. Louis connection. Once I began reading however, I realized I had picked a gem. New Sales Simplified is just that - a simplified structure for selling reinforced by the who, what, and why within each step in the process. I listen to a lot of sales podcast, more so than read, but found this book to captivate my interest throughout. Mike's in depth discussion on prospecting, developing your sales story, helpful examples of probing questions throughout discovery, and his humorous take on presenting or not to present, encapsulate the methodology of a successful strategy. In a crowded space of repurposed theories, I highly recommend New Sales Simplified for a refreshing look at effective sales principles.

The come to Jesus moment of sales. Anyone half serious about taking on a sales position should consider this read; if not to help ace the interview, then to decide that sales isn't for them. Very insightful, regardless of industry or application. These skills are necessary for getting buy-in not only from clients in a sales environment, but also in any problem solving application. I would go as far as saying, "Mike, if we're changing 'cold calling' to 'proactive sales calling' then can we change 'salespeople' to 'problem-solving treasure hunters?'" Fantastic read, highly recommend, highlighted probably a quarter of the book. Onto the next one. Sales Management Simplified.

The biggest obstacle I ran into when finding literature to learn more about New Business Development and the strategies surrounding it was that certain books and authors would write advice that only pertained to their area of sales (software, consulting, banking, etc.). Even though he draws heavily on his own experience (as any author would), Mike manages to broaden his writing in

a way that applies to everyone. Mike perfectly blends the "handbook" style of writing with a charismatic voice that keeps you reading from cover to cover. I've run into plenty of sales books that have great content, but the writer fails to keep it interesting. This is just the opposite. The first time through, this book reads easily and draws on personal anecdotes that are both entertaining and valuable. Once I finished it, I've gone back on certain chapters many times to draw on specific points as I ran into them in my own career. Whether you're brand new to sales, like myself, and need to build a structure for new business development/prospecting, or you've been selling for decades and you're looking for a resource to help you revamp your skill set to modernize with the digital age, this book will be invaluable to you. Mike will start you at the fundamentals and leave you feeling confident in your approach so you only have to focus on your prospects. Mike, great job and thank you!

With over 25 years of B2B experience, this is hands down the best book for sales training and getting new business. What makes it that good? The advice is concise, easy, efficient and useable. It is not full of philosophy and theories. Instead, Mike provides proven methods that anyone - from the sales novice to the season veterans - can use. I highly suggest this book as a worthwhile investment in your sales career.

It's amazing how basic and simple the information presented in this book was...yet how profound! It was well organized and provided great supporting information and examples. I also purchased the audio book (narration was so so but I loved being able to repeat certain sections over and over). I would totally recommend this book to both the new and seasoned sales professionals. I felt very motivated after reading this book and am confident it has equipped me with the tools to be a top seller.

Mike - I am just finishing up your excellent book. Kudos for nailing the topic with great insight and making a "work book" highly readable. If I had to pick a favorite part it would be the 16X reasons salespeople fail at new business. The only part I strongly disagreed with is your issue with rosemary. C'mon, have you tried lamb roasted with rosemary/garlic and a side of mint jelly??!! Thanks for a great read and valuable tool. Look forward to your next book.

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