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Baseline Selling—for Home Run Sales. Baseline Selling was founded in 2005 by Dave Kurlan and is fully described in his book Baseline Selling: How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball. It was created as an answer to the problem of salespeople resistance to adopting complex selling methodologies and cleverly taps into a subject many already know: baseball.

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Baseline Selling is the only book I've found that doesn't assume you already have a business to business sales process. It starts with the head trash that is a barrier to effective sales, moves into effective prospecting and takes you all the way through to the close, providing a framework

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Baseline Selling - How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball, will dramatically change the way we approach the sales process, replacing the gratuitous complexity advocated by today's sales "experts" with an elegant and very effective simplicity. Studies have shown that the selling techniques of the last two decades have had very little impact on most of the sales population-less than 75 per cent of all salespeople, to be exact.

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MINDY WASHINGTON has been listening to dogs' secrets for

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most of her life. These confidences have rarely been shared with others; but now, with the persuasion and encouragement of her friends, Ms. Washington has gathered together some of the most poignant, funny and touching communications between dog and Deity ever penned (pawed?). Discover a dog's thoughts and see how humans and canines share more of the sacred than you'd suppose. " A unique triumph in the annals of confessional literature" -Professor Grover T. Wunderhund "Buy this book. I will NOT say this again. " -Melon C.P. Del Sol (Chihuahua/Corgi mix, age 19- or thereabouts). " 'Dogs' Letters... ' is divine! You do not want to miss this book." -Rev. R.T. Weiler

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What You Already Know About the Game of Baseball, will dramatically change the way we approach the sales process, replacing the gratuitous complexity advocated by today's sales "experts" with an elegant and very effective simplicity. Studies have shown that the selling techniques of the last two decades have had very little impact on most of the sales population-less than 75 percent of all salespeople, to be exact. Why? Because of the complexity, learning curve and difficulty in applying the concepts in these systems. In response to the urgent need for a flexible, innovative process that will enable people to grasp the essential skills necessary to close a sale in any situation, Baseline Selling reemphasizes the fundamentals of selling in a fresh, memorable way that modern sales professionals can relate to and utilize, and

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above all, one that complements and enriches advanced sales methodologies. Salespeople who read this book and put its wisdom to work will succeed at acquiring more opportunities as they learn to get appointments more easily. They will excel at creating opportunities with prospects who are "not interested." They'll sell at higher margins by using the "Rule of Ratios." Their closing percentages will improve dramatically as they implement the simple Inoffensive Close." Salespeople selling commodities, struggling to differentiate themselves, will love "Commodity Busters" and every salesperson will be able to shorten their sell cycle by "Taking a Lead." Quite simply, Baseline Selling introduces a way for salespeople to visualize and touch all the "sales bases" without over-complicating the process.

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Journeys of the World is proud to present its collection of beautiful Travel Photography books, with its first publication: "Journeys of Cinque Terre". This book features a wide variety of photography from all 5 villages, which make up this world renowned and protected area in North Western Italy (Cinque Terre). Regardless of how many countries you plan on visiting or have visited, it's very likely that you will encounter the vast majority of what is featured in our publication when visiting Cinque Terre. In Journeys of Cinque Terre, the photos were taken on the spot, with no prior arrangements and on the "go". Unlike many other publications, we don't stage or make prior arrangements for our photography. Our product also contains over 90% of

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"Over the years, I have seen them all, and Warren Greshes is one of the very best. In his wonderful new book, Warren distills a lifetime of sales training into sixteen actionable tools, which, if you use them, will guarantee that you too reach your goals." -Mark Terry, President, Harman Pro Group

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"A great read! Warren says it all in a way that's not only easy to understand, but even easier to implement. No need to ever read another book on this subject." -John Gamauf, President Consumer Replacement Tire Sales Bridgestone Firestone North American Tire, LLC "Put this book on your must-read list if you want to learn successful strategies for taking your distribution team to the next level. Through motivation and education, Warren Greshes has captivated our very best top managers and producers. He pushes them to succeed and to keep their goals out in front of them, all the while maintaining a clear message, infused with his sense of humor. Warren has helped pave our way to success."

-Bernadette Mitchell, Vice President Retirement Benefits Group, AXA Equitable "Warren is truly an expert in the field

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of sales! His grassroots ideas are practical, designed for immediate implementation, and are sure to lead to top-notch results. This book is a must-read for those new to sales and those veteran salespeople who want to take their skills to the next level." -Raj Madan, corporate marketing executive, financial services industry

Franklyn was born into a gritty north of England town. His expected path through life would have him live out his years in the manner of that town ' s baseline existence. But it wasn ' t to be. Perhaps he was pre-selected to break rank so that bigger dreams could be fulfilled. Whatever the prime force may have been, he was to know a different life. Perhaps, too, the corridors of our own reality are flimsier

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than we believe! On the other side of the wall may lie another path. As Franklyn himself discovers, a perceived reality can be as real as reality itself.

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search

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and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany. Essential reading for anyone starting something new. The Four Steps to the Epiphany was originally published by K&S

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You. That's Right. YOU. You've got a problem. You've got a product that's not first in its class. It's not even second. You've got to find a way to market that product. What Are

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You Going To Do? You're going to read this book, that's what. Let's face it. There comes a time in the life of every business when a product or service does not sell up to expectations. Maybe your product is outmoded. Or hasn't been positioned correctly. Or is competing in a crowded market. Whatever the reason, Ice to the Eskimos is dedicated to helping you reclaim that lost ground. It's about taking a product or service and turning it into a winner. If you've got a product that is not the best in its field, then you will love Ice to the Eskimos. Take the principles Jon Spoelstra writes about and run hard with them—you'll be amazed by the results. Written by the former president of the hapless New Jersey Nets, Jon Spoelstra is the man responsible for tripling that team's lagging revenues in just three years and

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increasing the season-ticket holders base by 250 percent. This guy knows what he's talking about. What everyone else had seen as a lost cause, Spoelstra saw as an outstanding opportunity to reawaken a tired and beaten product to achieve unprecedented profitability. Not just for sports marketers, this lively, entertaining book successfully makes the jump from sports to whatever your product may be. The techniques Spoelstra perfected while working for teams in the NHL and NBA—from innovative packaging to image overhaul—apply to any product in any company. The numerous winning examples are sure to make *Ice to the Eskimos* a must-read for anyone with a product or service to sell. *Ice to the Eskimos* is sure to be an instant marketing classic. It will show millions of readers how to market their

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product...sometimes even after they've given up hope. By using the powerful techniques in this book, you too can learn to achieve the impossible and market ice to the Eskimos.

Become a direct sales success story with this insider guide to making it big Direct Selling For Dummies is the perfect resource for anyone involved or interested in direct sales. Written by a 35-year veteran of this booming industry, this useful guide teaches you everything you need to know to achieve and maintain lasting success. You'll learn the insider tips that only the pros know, and how to structure your business, your time, and your customer relationships to optimize sales and achieve your goals. Compare party plans, multi-level marketing, and hybrid models to see where your

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talents fit best, and discover the most effective ways to promote your products and get people interested. You'll leverage social media as one of the most powerful tools in modern sales, and gain new ideas for recruiting, booking, and time management. With clear guidance and a fun, friendly style, this book gives you the strategies you need to be a direct sales success. The direct sales industry is going strong, with more participants now than any time in the past, yet with less face-to-face engagement. Businesses are operating online, people are shopping online, and more people are recruiting through platforms like social media. If you hope to be a direct sales success, now is the time to get up to speed on what that means today. This book shows you everything you need to know, and gives you the tools you

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