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/"The Sales Acceleration Formula /" by Mark Roberge - BOOK SUMMARY New Sales Simplified The Essential Page 4/15

New Sales. Simplified, is the answer. You 'Il 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

Amazon.com: New Sales. Simplified.: The Essential Handbook

His first book, New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development became a #1 Amazon Bestseller and spent a year as the #1 top-rated book in its category. A transplanted New Yorker, Mike has called St. Louis home for almost twenty-five years.

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