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~~Salespeople are~~
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~~To Sell Anything~~

Selling Under Fire:
Secrets of Proactive
Selling in a Crisis

Episode 223: Sales
Training for the
Modern Sales Team
w/ Skip Miller

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Proactive vs Reactive
| Be Proactive
How to
Publish a Bestselling
Children's Book: Sheri
Fink Interview Selling

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Above and Below the
Line by Skip Miller
The Market Maker;
what they do and how
they make a market

Book Talk with Ibram

X. Kendi on "How to

Be an Antiracist"

The Challenger Sale

Book Summary

From the Projects to
CEO, How to write
and make money
from books, and

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~~manage credit~~
~~The 3~~
~~Most Important Skills~~
~~In Sales Selling Under~~
~~Fire: Secrets of~~

Proactive Selling in a
Crisis ~~Part 1: Selling~~
~~Under Fire: Secret of~~
~~Proactive Selling in a~~
~~Crisis | MJ Tolan~~

Chalk Talk on
Geoffrey Moore's New
Book \"Zone to Win\
Merchant Fulfilled
Amazon Shipping

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How to Sell Books

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~~Control The Process~~

"Many sales experts focus on a cookie-cutter sales

""strategy,""

encouraging reps to push the customer

through a pre-planned sales process -- an

approach that can drive customers

away. With ProActive

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Selling, reps have a wide variety of flexible and effective selling tactics to choose from. This enables them to adapt and approach each sales call uniquely and keep the customer at the center of every sales presentation.

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Buy ProActive Selling:
Control the Process -
Win the Sale: Written

by William "Skip"

Miller, 2012 Edition,
(2nd Edition)

Publisher: Amacom

[Paperback] by

William "Skip" Miller

(ISBN:

8601416721767) from
Amazon's Book Store.

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That's because the 27
tactics and tools in
ProActive Selling are
practical, flexible, and
targeted on improving
your skills. You'll learn
to: - Focus on how
people buy, not on

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How you should sell. -

Create a powerful sales introduction on every sales call. -

Master the seven qualification questions. - Get rid of "maybes" from the sales funnel.

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Miller: Amazon.co.uk:
Kindle Store

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ProActive Selling is a
book on the tactics of
selling within a

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process. It is not the way to sell or a high level strategic approach to selling. Since it focuses on tactics before strategies within a process, you can coach and council to specific actions and can measure improvements.

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~~Control the Process~~ □

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Proactive Selling;

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Win the Sale by

William Miller Not all

buyers behave the

same way is the main

idea behind this book.

Miller wants the sales

force to understand

that there is no cookie

cutter pattern to

achieving great sales

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results because
buyers are individuals
and need to be
treated like individual
buyers.

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Win the Sale by ...~~
Paperback. \$13.99.
ProActive Selling:
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Process--Win the
Sale. William Miller.

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4.3 out of 5 stars 24.

Paperback. \$17.95.

ProActive Sales
Management: How to
Lead, Motivate, and
Stay Ahead of the
Game. William "Skip"
Miller.

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Win the Sale ...~~

Author William Miller
shows salespeople

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how to qualify and disqualify prospects sooner, shift their focus to the most promising accounts, examine buyers' motivations from every angle, quantify the value proposition early, double the number of calls returned from prospective customers, appeal to

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the real decision-makers, use technology (e.g. cloud, video, social media, and more) to generate leads and shorten sales cycles, and increase the effectiveness of every interaction. Most sales ...

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The Process
Win The Sale
ProActive Selling:
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Process--Win the
Sale - Kindle edition
by Miller, William.

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Controlling the Sales Process

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In the best case scenario, most reactive sales calls end with the salesman not the customer doing something. Reactive sales calls result in the salesman sending

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more information or arranging another phone call. With reactive sales calls the salesman relinquishes control of the conversation and lessens the chance of making something happen.

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Benefits of Pro active
selling | Pro ...~~

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Proactive control

looks forward to problems that could reasonably occur and devises methods to prevent the problems.

It cannot control unforeseen and unlikely incidents, such as "acts of God."

Concurrent control.

With concurrent control, monitoring takes place during the

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process or activity.

~~The Control Process |~~
~~Principles of~~
~~Management~~

ProActive Selling has twenty-seven tools for the salesperson to use during the sales call in order to maintain control of the process. A sales manager can use these same tools to

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make sure the salesperson is really in control of the sale, at the point of attack, the sales call.

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ProActive Selling has 20 sales tools and five sales manager tools that you can use

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during the sales call to establish, recover from, and maintain control of the sales process. These will help you to increase the chances a deal will go your way and minimize the chances you will hear a no, or worse, a maybe.

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Armed with these sales tactics like the Toward/Away[Tool] and the BuyersBuyBackward[Tool], you- as a salesman - know what to do. The biggest revelation is that sales is a process as well as an art. Know the process. Follow and control the process and you will

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Selling Control
see systemic
improvement in sales.

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~~Control ...~~

ProActive Selling
clearly identifies the
tools that successful
sales-people use on a
daily basis and
provides them for
salespeople to use so

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they can add value in the way they are currently selling.

ProActive Selling is not another "sales process" book, nor is it about "strategizing a sale." There are too many books out there

~~Team Fly~~

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The Process
Author William Miller

Win The Sale
shows salespeople
how to qualify and
disqualify prospects
sooner, shift their
focus to the most
promising accounts,
examine buyers'
motivations from
every angle, quantify
the value proposition
early, double the

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number of calls returned from prospective customers, appeal to the real decision-makers, use technology (e.g. cloud, video, social media, and more) to generate leads and shorten sales cycles, and increase the effectiveness of every interaction. Most sales

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