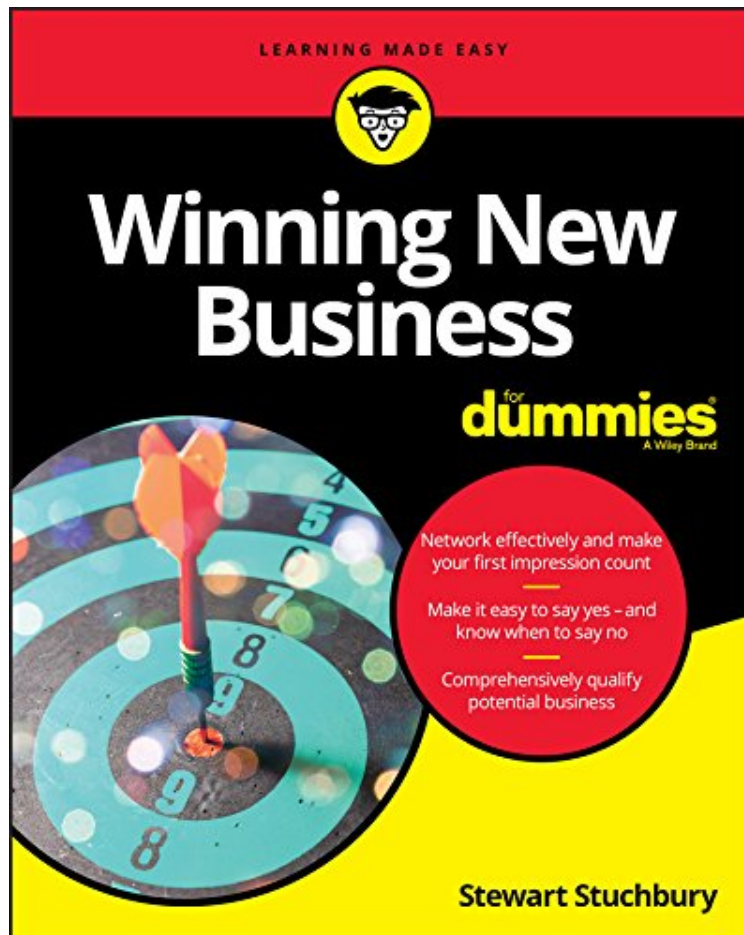


Winning New Business For Dummies

Stewart Stuchbury

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Stewart Stuchbury : Winning New Business For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Winning New Business For Dummies:

Win more new business today

From the Back Cover Network effectively and make your first impression count Make it easy to say yes and know when to say no Comprehensively qualify potential business Win more new business today New business is the lifeblood of every company and this book expertly guides you through the process of securing more than your fair share of it. If you're a salesperson in the trenches looking for inspiration, this book offers real-life advice on improving your customer-facing skills to win more new business. The structured approach presented inside will have you walking the walk, talking the talk and closing more deals in no time! Insidehellip; Know your subject Be an active listener Make a great first impression Present solutions Stay on-brand and on-message Prospect effectively Overcome

objections Structure the deal About the Author Stewart Stuchbury is a creative agency and SME new business consultant. He developed the TLG (Targeted Lead Generation) new business methodology that has been at the forefront of creative services new business for almost 20 years. He believes that the only real new business opportunities are those that are well qualified from the beginning.