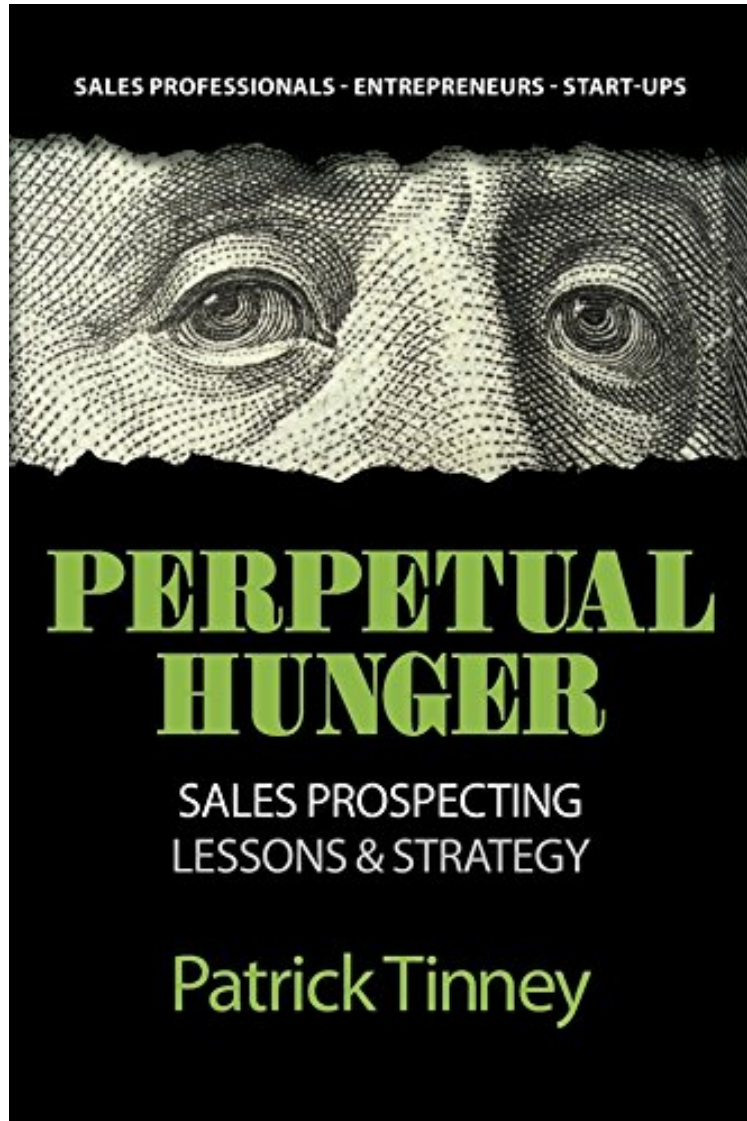


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Perpetual Hunger: Sales Prospecting Lessons Strategy

Patrick Tinney

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Patrick Tinney : Perpetual Hunger: Sales Prospecting Lessons Strategy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Perpetual Hunger: Sales Prospecting Lessons Strategy:

0 of 0 people found the following review helpful. The Only Book of its Kind By James Muir I read a tremendous number of sales books every year and Perpetual Hunger is the first book of its kind that I have encountered. Patrick Tinney hails from the world of big-time retail sales which, at times, can be one of the most cutthroat business sectors. The insights in Perpetual Hunger are useful for every kind of sale and especially so if you happen to be from Patrick Tinney's world. The book walks through virtually all the stages of the sales cycle and includes helpful exercises throughout. I found helpful sections on developing value propositions and messages both at the beginning as well as

later in a section on scripting meetings. Patrick delves into the importance of planning before each encounter and the nuances of making each experience excellent for the client and offers practical advice on how to genuinely solve problems for customers. I enjoyed Part 3 on Relationships Trust the best. I guess I shouldn't have been so surprised on how important this is even the most cutthroat of environments. This section includes excellent information on framing meetings, sharing insights, pricing dynamics, dealing with procurement and walking away from bad business. Patrick is a negotiation expert as evidenced by his excellent work "Unlocking Yes" so the coup de grace is the final section where he share 7 key strategies on win-win negotiation and other details from his previous work. For me the book started good and just continued to get better. I learned much about a world I knew little of and found those lessons applicable to the enterprise sales world I live in today. I would recommend this book to anyone who seeks a complete overview of enterprise B2B sales and doubly so if you are in retail. 5 stars. 0 of 0 people found the following review helpful. Relevant By Marsh Buice There are tons of sales books out there but find it hard to find a sales book that relates well to the car business. Perpetual Hunger's chapters are bite-sized so it's easy to not only read a chapter per day but it's equally easy to reference back for refreshes. It addresses such topics as managing positive risk, having creative agility, the art of story telling, why scripting/unscripting is necessary, as well as how to handle stress by practicing bring underwhelmed, pedaling backwards, why dropping your jaw helps lower your stress levels as well. 0 of 0 people found the following review helpful. Getting out of the Comfort Zone By Electric Zebra This book is a great motivational reference for getting out of one's shell and moving into the world on a daily basis. I recommend it for anyone challenged to get out and make connections leading to wealth creation through sales. While there is much out there in this genre, I took this book as a personal challenge to shake myself up and move ahead with new concepts and presenting them to my clients.

Sales Prospecting is sustenance for any business, where growth is required and account turnover is nothing more than a fact of life. Sales Prospecting is the precursor to consultative selling and sales negotiation. These three sales disciplines are permanently bolted together and reliant on each other. No company owns a piece of business in our 24/7, global world of unrelenting competition. By reading this book, you are seeking constructive methods to dig new money out of the ground and guide this new found cash to profitable closure. In "Perpetual Hunger: Sales Prospecting Lessons Strategy", you will find a series of real-life lessons, business vignettes, tactics, and strategies to help you make consistently prospect at a superior level. I like to call this "chasing smart money". I have specifically written Perpetual Hunger to address the prospecting needs and account churn needs of sales professionals, entrepreneurs and start-ups. Our mission is to provide you with strong examples of how to engage professional buyers who are well-schooled in procurement processes. Processes that are systematic and culturally designed to unbundle seller costs. Perpetual Hunger will enable sales professionals and entrepreneurs to bring their best sales game to any buyer's boardroom table.