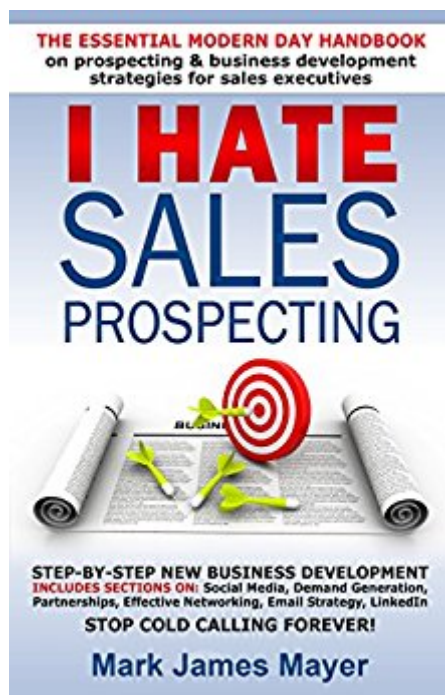


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# I Hate Sales Prospecting



## Synopsis

Forget cold calling and other nonsense that just doesn't work anymore. This book focuses on how to get customers without cold calling. The #1 reason why good sales executives fail is not having enough customers to sell to. The purpose of this book is to provide sales executives, sales leadership and entrepreneurs with modern sales prospecting tactics to easily develop an overall rain-making business development strategy that crushes quotas consistently and repeatedly. In this book you will learn:

- Why cold calling simply does not work anymore in today's digital age
- The simple strategy to get prospects to approach you - instead of you chasing them
- How to use social media to be your online salesperson for you 24x7
- Get prospect intel immediately to outflank your competition every time
- New email prospecting formats that get replies
- Easily create your own Lead Nurturing program that will make the Marketing dept envious of the leads you generate
- How to really network and partner successfully
- Why it's usually corporate leadership that fails the Sales dept and not the other way around

It can be brutal out there. The experience of holding a sales executives position is unique and the author provides often hilarious stories of what they have to endure while making their way successfully through the corporate jungle.

## Book Information

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## Customer Reviews

Once in awhile you get someone who really gets the big picture in a business and sales environment. Mark Mayer is one of those people who guides you through the weeds of what is supposed to work and what actually does work in sales today. I especially liked the chapters on partnerships and email format.

All I can say is wow! Mark truly understands the challenges of sales reps everywhere and how to get through the BS when trying to get new customers. Highly recommended!

I am also in technical sales and understand the challenges of lack of inbound marketing to get warm leads. I have only once worked at a company where this was a success and I had meetings scheduled in my calander everyday and deals to close! What a dream. Reality is, as sales rep's we have to do some of our own prospecting. Really appreciated the motivation that Mark James Mayer offered on how to view prospecting in a different light, and that we are adding value to a customer and not bothering them, therefore they SHOULD speak to us :) We have a solution to a problem they don't even notice yet, and that's what sets us apart as a pro-active and successful sales rep. The idea about forming partnership's is highly important.. Always finding ways to incent and work with other sales professionals to drive more business is valuable practice. Whether you share lead information, buy your contacts a coffee or a small gift card for referrals, it's a great way to start building relationships with other people out there just like you! More feet on the street, and more people to meet. This book is very motivation and get's you thinking how you can be proactive and adapt to how buyers want to be approached today. Would suggest it for anyone that is looking to gain new business and be a top sales rep.

This is a MUST READ for any Sales rep and Sales Management in today's market. This book is an accurate description of farcical world of Sales and especially in the IT industry. I have been in the industry for over 20 years and have seen this take place in many companies. This book has everything covered on how to increase sales and how to get in touch with your customers in today market. The market has changed dramatically over the years and sales and management need to be informed on how to hunt in today's market. All in all this is an informative book helpful for any

sales rep struggling to figure things out.

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