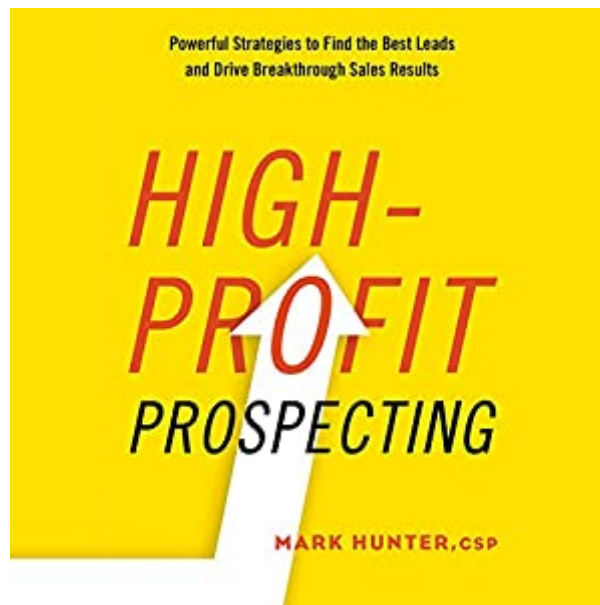


The book was found

High-Profit Prospecting: Powerful Strategies To Find The Best Leads And Drive Breakthrough Sales Results



Synopsis

As a salesperson, your pipeline is the key to your success. No matter what changes, that remains the same. Top producers prospect - and they do it all the time. "But how?" you ask, "In the age of the Internet, isn't cold-calling dead?" Now, in his new audiobook, sales expert Mark Hunter shatters costly prospecting myths and eliminates confusion about what works today. Merging new strategies with proven practices, High-Profit Prospecting will help you: Find better leads and qualify them quickly Trade cold-calling for informed calling Tailor your timing and message Leave a great voice mail Craft compelling emails Use social media effectively Leverage referrals Get past gatekeepers and open new doors Steer clear of prospecting pitfalls Connect with the C-suite And more The Internet won't fill your sales funnel - and you can't rely on the marketing department for leads (not if you want to succeed). High-Profit Prospecting puts the power back where it belongs - in your hands. Follow its formula, and start bringing in valuable new business.

Book Information

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Customer Reviews

Having sat in on Mark's webinars when I heard he was coming out with a new book so I immediately pre-ordered the book before its release. The moment it arrived I jumped right into the book and couldn't put it down. He's written a real winner addressing how to approach today's market for more effective prospecting. The book is very well laid out as he takes you down the path of really understanding the prospecting process in a new light. He engages you to think about what you are doing now in your sales efforts. He changes your idea of just what the prospecting process is, how

to better engage with people with the end result being increased sales. We so much written about social media as a sales tool, Mark gives a realistic view on how much effort should be placed in this area and how to use it. As I go back now for a 2nd read I find I can easily apply what he has laid out to strengthen and improve my own sales and marketing efforts. Thanks to Mark my approach to cold calling has been completely transformed for the better. Anyone engaged in sales should have this book. A job well done Mark.

So I just so happened to meet the author of this book, Mark Hunter, recently when I decided to reach out to him about potentially working together on a project. So essentially, my first contact with him, was me prospecting to him. I could see he was working on this book and what the title was, but since it wasn't available to purchase yet, I had to dive into prospecting to an author who was in the process of releasing a book on prospecting!! Talk about nerve-wracking! What if I ended up breaking a whole bunch of HIS OWN rules without even knowing it?? Which is why I'm so excited to now have an actual copy--so I can go through it and kinda see how I did. But first I wanted to share a few things from his book that really stood out to me. Like the question on page 20 where he asks, "Would you buy from yourself? ... I LOVE this question!! Mark says, and I absolutely agree, that a salesperson's greatest asset is their own attitude and personality, and the way they can increase their own success in sales is by building their motivation. So often in sales we hear and are taught to make our messaging all about our prospects" which in a way, I completely agree with. But this question Mark asked, made me realize that I've almost ironically found that when I create new products, materials or sales pitches, I have much better success when I go in the opposite direction. And that's coming up with something I know I absolutely love! And while when you go down this path, whatever it is you come up with will certainly NOT appeal to everyone, that's perfectly okay! Great even! Because it ABSOLUTELY WILL resonate with the exact kind of people you're going to LOVE working with! What you're offering and who you are, ends up truly standing out from all the other noise out there because you simply took the time to honestly answer Mark's very simple question, "Would you buy from yourself?" It's so simple and so brilliant. Now, I'm a guy who loves a good paradox. So I'm going to jump ahead several chapters to where Mark smacked me up side the head with a section titled, "Your prospects don't care about you!" I love how he crafts these headlines and questions in ways that really cut through all the chatter and buzzword lingo in sales these days. It's like they just reach out and grab you by the shoulders and make you pay attention. He

goes on to explain how too many salespeople make the mistake of thinking the initial call should be about themselves or their company. He brilliantly compares this to going to a movie and how movie studios know perfectly well not to bore you with excessive credits BEFORE the show starts. Those don't come until the end! They understand they need to pull you in and get you engaged right away or you'll just give up on it. In Mark's own words, be sure to | Save your data dump or your prospects will dump you. He then goes on to explain what you DO want to accomplish at the beginning of each prospecting call and exactly how to do it, but I don't have enough time in this review to dive into that part. But I will say that even though the answer is clearly NOT to data dump on your prospects, there are some very specific strategies you can use to make the call all about your prospect instead. Which consequently, is exactly how I'd imagine you'd want to be sold to if you were buying from yourself, right? So, both the "would you buy from yourself?" question and the "your prospects don't care about you!" declaration, end up being perfectly complementary to one another. Another thing Mark does a really great job of, is covering bigger picture concepts and crucial topics like motivation and attitude, but he's also very liberal with specific, actionable advice you can test out immediately. One of my favorite examples of this was where he talked about finding new dance partners. Here he laid out a strategy for working WITH, not against, salespeople at other companies in your industry. He's not necessarily suggesting you "dance" with direct competitors, but without a doubt there are salespeople in your industry who sell things you don't. So, it only makes sense to help each other out. He recommends developing relationships with them, because not only are you looking for potential customers, but they are too. He teaches how it just makes sense to share names and insights so both of you can succeed. But instead of just leaving you to come up with ideas on how to apply this concept on your own, he promptly follows with a very tactical strategy for actually finding those new dance partners. For example, if you're consistently unable to get past the switchboard at a company you'd like to work with, then the next time you call, just ask to be connected to the sales department instead! You'll likely be connected to a junior salesperson and due to the fact that you're both salespeople trying to build your books of business, when you explain who you're trying to reach and why, you'll probably be surprised at how willing they are to connect you. But before they patch you through, Mark emphasizes how important it is to see if there's anything that you can help them with first. What a brilliant idea! Plus I personally LOVE the idea of collaborating with your competition like this. I've repeatedly seen how those who approach projects or conversations from a mindset of

abundance, a generous heart, and a with a genuine interest in sharing and lifting others up, are the same people who consistently far out-thrive those who try and hold their little secrets in close to their chest. So that's just one example of a very specific, try-it-out-today technique that Mark shares in his book. And...that's it. And once again, I was only able to touch on just a few points in the book but I assure you I could keep talking for hours about how this book has changed the way I work and about the impact it's had on my life. But I wouldn't want to spoil too much for you. Instead, I full-heartedly recommend you buy this book. I'm certain it will provide you with the same valuable insight and encouragement it has given me. Thanks for taking the time to watch this review and thank YOU Mark for writing such an excellent book!

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "High-Profit Prospecting: Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales Results" by Mark Hunter. Do you know what all the top sales producers have in common? They prospect. And the number one reason for sales failure? Failing to prospect. Despite that, there are a troubling number of companies and salespeople who want to believe that prospecting is dead and that they should let marketing generate all the leads. Now, marketing should be generating most of the leads, but not all of them. And if you're working for a company that does not have an active sales prospecting plan in place, you'd better update your resume because that rarely ends well. In the book, Mark Hunter slays the myths about prospecting and silences today's idiot sales gurus who wrongly proclaim that prospecting is dead. The book will seriously get your prospecting head screwed on right. It addresses the correct attitude, mindset, and motivation and helps you plan your attack, and it points out the pitfalls and traps along the way. Perhaps most significantly, it shows how to avoid cutting your price to make sales. Which is why it's called HIGH-PROFIT Prospecting. And it is loaded with more prospecting tips, tools, and techniques than you can imagine. The book includes topics like how to develop a social media strategy for prospecting, the proper use of email, how long a voice message should be and how to know if you're prospecting or just wasting time. And don't miss the very end of the book where Mark Hunter outlines the ten things top-performing salespeople do regularly. It's worth the price of the book alone. And, to listen to an interview with Mark Hunter about "High-Profit Prospecting," visit [...]

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