



The CustomerCentric Selling® Field Guide to Prospecting and Business Development: Techniques, Tools, and Exercises to Win More Business

Gary Walker

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The Proven Approach to Prospecting for the Long Sales Cycle

It's a fact: 92 percent of C-level executives never respond to e-mail blasts or cold calls . . . so why would you continue to rely on these approaches to generate new business?

If you're like most sales professionals, it's time to transform your selling method by listening rather than talking and by asking questions rather than stating opinions. In short, you need to be customer-centric. This revolutionary new guide will show you how.

The CustomerCentric Selling Field Guide to Prospecting and Business Development gives you the tools and methods necessary to refocus your energy from blindly delivering sales pitches to developing lasting relationships with profitable clients. This clear, concise, and proven-effective field guide covers:

- The six steps to prospecting success
- Calculating pipeline strength and requirements
- Successfully engaging decision makers at the "point of need"
- Ways to develop and deliver a sales-ready message
- How to leverage relationships through social networking

The CustomerCentric Selling Field Guide to Prospecting and Business Development provides the tools you need to improve prospecting and business development effectiveness. Most important, it helps you increase productivity, win more business, and develop lasting relationships with your ideal customers.

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Brandy Felts:

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