



Zero-Time Selling: 10 Essential Steps To Accelerate Every Company's Sales

Andy Paul

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“Customers today have a simple request of all salespeople: “Just give me the information I need. Now. Don’t dress it up, don’t overdo it, don’t take me to lunch. The time I have to invest in you is limited, and all your extraneous activity just wastes my time.” Zero-Time Selling gives you the tools to be completely and absolutely responsive to that customer request.” In today’s fast-paced information-driven economy, your customers will acquire approximately 70% of the information they need to make an informed buying decision about your product or service from the Internet before they ever talk to a salesperson. When they finally contact you, it means their need for information is time-sensitive and urgent. The sales team that is the first to respond with the complete answers to the customer’s questions dramatically improves their chances to win the order. Zero-Time Selling shows you how to always be first. Zero-Time Selling gives you, the CEO, business owner, entrepreneur and sales manager/professional, 10 simple solutions to breakthrough the usual inertia and internal roadblocks that are unnecessarily impeding your sales efforts. Zero-Time Selling shows anyone engaged in the business of selling the true meaning of responsiveness and demonstrates how to use responsiveness as a key competitive advantage to build trust and create value for the customer, as well as differentiate themselves from their competition. Refreshingly free of the usual conceptual sales jargon, Zero-Time Selling presents an accessible, straightforward path to consistent sales success. It is incredibly easy to learn and compatible with any selling system or sales methods a company currently uses. Based on his more than 30 years of sales, sales management and sales consulting experience across every type of sales channel and sales environment, Andy Paul knows how products are bought and sold. Zero-Time Selling reflects his understanding that in today’s hyper-competitive sales environment “how” a company sells its products and services is as important as “what” they sell in creating value for the customer and effectively differentiating their company and offerings. Start Zero-Time Selling today. Sometimes the biggest changes begin with the simplest of steps.

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