



Leads to Sales Tweet Book01: Creating Qualified Business Leads in the 21st Century (Paperback)

By Jim McAvoy

Thinkaha, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Converting a lead into a sale can stump even star sales professionals. High-performing salespersons have compared the process to having teeth pulled without Novocain or gargling bleach! So when Jim McAvoy, with a quarter century of proven performance in maximizing sales, collates a treasury of actionable wisdom, even the most successful sales professional needs to sit up and pay attention. #LEADS to SALES tweet Book01 is just that--wisdom that you can deploy today, in a format you can digest. And it deals with a subject that has come to occupy center stage, especially in the last couple of years. Let s step back a little bit--lead generation and lead nurturing have always been important to the sales process. Sales professionals for decades of recent history have fretted about the robustness of their pipelines and about the need to stabilize and accelerate the process, from that first cold call to signing off on the deal. But only in the last few years has lead generation really occupied so much of our attention. That s because although technology has made it easier to gather...



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