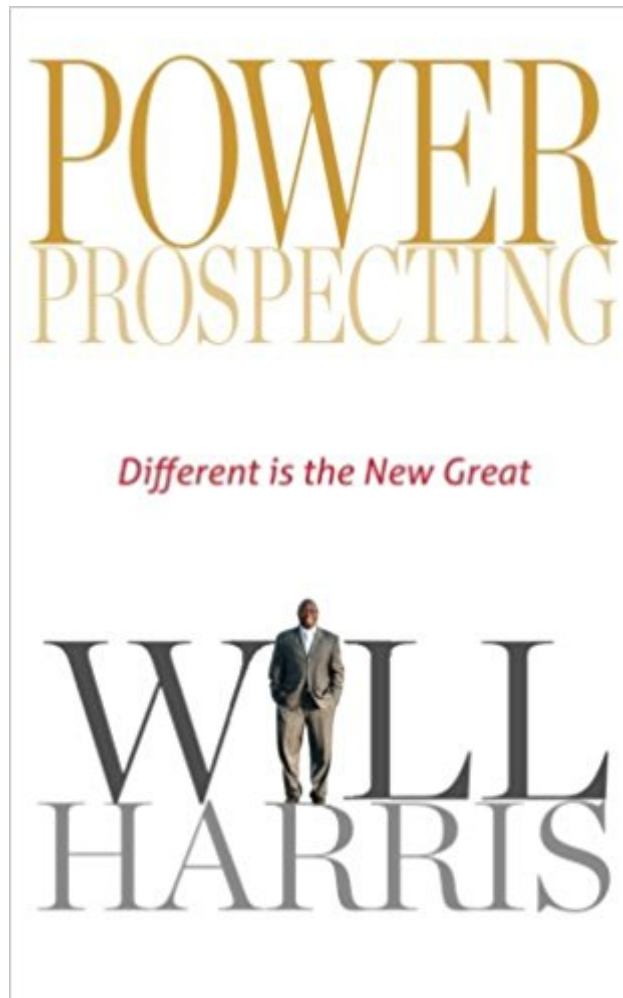




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# Power Prospecting: Different Is The New Great



## Synopsis

Different is the new great - the subtitle captures the essence of the power of prospecting. You must be different to be great at prospecting. Every day decision makers are approached in the same way by multiple people. This book shows how anyone can gain the knowledge to be best at prospecting. You learn how to capture the attention of your target market and convert them to customers. You may think cold calling sucks, but tap into your original self and prospective customers will not think you suck. Power Prospecting uses simple but powerful techniques to view cold calling and prospecting in a different way...an exciting way!

## Book Information

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Average Customer Review: 4.5 out of 5 stars See all reviews (4 customer reviews)

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## Customer Reviews

Will Harris hit a home run with this one! As the CEO of a small business, I was looking for some good content to help my team with prospecting. I found Power Prospecting to be the best book on prospecting I have read in a long time. In fact, I just ordered copies for all my salespeople. Will Harris takes us through the obvious, we need to prospect to be successful in sales, to that which is not obvious: Why do I experience call reluctance? How do I make cold calls from a place of authenticity? How do I adapt my communications based on who I am talking to. We all have different personalities and styles, this book helps you understand your style and some of the strengths and challenges associated with this style. More importantly, it provides suggestions and strategies to get the most out of your prospecting efforts, based on your style and your values.

This book is absolutely a "must" read for any sales professional or manager. This book gives a path to Prospecting Nirvana. It is simple, yet very powerful and is brutally honest about why Prospecting is such a huge problem in the sales profession. I have had five times the success after using the principals taught in this book!

I started reading and couldn't put it down. I was taking notes as I read and started immediately to put Mr. Harris' advice into action. The section in his book "Voicemail Hell" was most helpful with my issue I had with not leaving a message for new prospects. I decided to use the example given in Mr. Harris' book and began to get call backs. So moving forward, I will always leave a voice message - it pays. Thank you Mr. Harris from the encouraged Sales person from Chesapeake Virginia, Lassiter

Good book for understanding personality types and overcoming objections. Not on prospecting techniques. I purchased looking for the latter. Neutral review.

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