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The Salesperson Paradox will show you exactly how to create, position, and provide these solutions. It's a solution selling playbook packed with instantly implementable sales tools, guides, and frameworks. It ' s sales coaching aided by sales training. It ' s sales strategy backed by sales tactics.

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The Salesperson Paradox is more of a desk reference than a one time read. It has earned a permanent spot on my desk in arms reach. Full of great information for sales rookies or seasoned veterans, this book has so much usable information, you'll find yourself highlighting most of the text.

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Check out this great listen on Audible.com. Are you a salesperson or entrepreneur? Would you like to provide solutions your customers can't resist? Douglas Vigliotti uses a unique but simple sales philosophy backed by 12 years of selling experience, and easy-to-understand examples to show you how...

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Are you a salesperson or entrepreneur? Would you like to provide solutions your customers can't resist? Douglas Vigliotti uses a unique but simple sales philosophy backed by twelve years of selling experience, and easy-to-understand examples to show you how to provide solutions your customers actually want. Yes, solutions your customers want to buy from you. He begs you to answer the pivotal question... Am I providing CRINGE solutions? Solutions customers will either buy, or "cringe" to say no to. Solutions that imprint you in the customers mind even in the absence of an initial sale. CRINGE solutions are not just products or services... They solve real problems. They provide loads of tangible and intangible value. They reduce social, emotional, and financial risk for the customer. They're overwhelming easy to understand, use, and implement. They acquire more customers, retain more customers, and tell better stories. The Salesperson Paradox will show you exactly how to create, position, and provide these solutions. It's a solution selling playbook packed with instantly implementable sales tools, guides, and frameworks. It's sales coaching aided by sales training. It's sales strategy backed by sales tactics. It's a lesson in sales psychology, ethical influence, and ultimately it will challenge you to ask yourself: Am I selling? Or, am I helping? -- 3 BIG Reasons The Salesperson Paradox is Different It leverages, embraces, and showcases the power of simplicity... It's easy to reproduce in your life and business. It's sticky. It keeps you engaged and interested. It's fun. It's fast paced and easily consumable. It's quick. It teaches you how to create solutions NOT sell products and services... It's essential - This is how customers (just like you and I) buy today. It's transferable - Doesn't matter what industry you're in - finance, healthcare, entrepreneurship, insurance, real estate, direct selling, business-to-business, or retail. It's actionable - Includes a FREE workbook with all frameworks, tools, and guides from the book. It's battle-tested, verified, and proven to work... Douglas has personally utilized every strategy, tactic, and tip in this book. Douglas has researched and studied the best in the world to certify every strategy, tactic, and tip in this book. Douglas has had a successful selling career spanning over twelve years, three industries, and two fortune 500 companies. Douglas had this to say about the book: "I wrote the book with one thing in mind - simplicity. I firmly believe simplicity is what resonates and aids reproducibility. And, I know salespeople and entrepreneurs are on the move. They're in a hurry. I tried to write a book that could be consumed on a cross-country plane flight, but had the power to stick for a lifetime. That's the book I would want to read."

Do you know what "quatrefoil" and "impolitic" mean? What about "halcyon" or "narcolepsy"? This book is a handy, easy-to-read reference guide to the proper parlance for any situation. In this book you will find: Words You Absolutely Should Know (covert, exonerate, perimeter); Words You Should Know But Probably Don't (dour, incendiary, scintilla); Words Most People Don't Know (schilmazel, thaumaturgy, epergne); Words You Should Know to Sound Overeducated (ad infinitum, nugatory, garrulity); Words You Probably Shouldn't Know (priapic, damnatory, labia majora); and more. Whether writing an essay, studying for a test, or trying to impress friends, family, and fellow cocktail party guests with their prolixity, you will achieve magniloquence, ebullience, and flights of rhetorical brilliance.

Malcolm Gladwell, host of the podcast Revisionist History and author of the #1 New York Times bestseller Outliers, offers a powerful examination of our interactions with strangers and why they often go wrong—now with a new afterword by the author. A Best Book of the Year: The Financial Times, Bloomberg, Chicago Tribune, and Detroit Free Press How did Fidel Castro fool the CIA for a generation? Why did Neville Chamberlain think he could trust Adolf Hitler? Why are campus sexual assaults on the rise? Do television sitcoms teach us something about the way we relate to one another that isn ' t true? Talking to Strangers is a classically Gladwellian intellectual adventure, a challenging and controversial excursion through history, psychology, and scandals taken straight from the news. He revisits the deceptions of Bernie Madoff, the trial of Amanda Knox, the suicide of Sylvia Plath, the Jerry Sandusky pedophilia scandal at Penn State University, and the death of Sandra Bland—throwing our understanding of these and other stories into doubt. Something is very wrong, Gladwell argues, with the tools and strategies we use to make sense of people we don ' t know. And because we don ' t know how to talk to strangers, we are inviting conflict and misunderstanding in ways that have a profound effect on our lives and our world. In his first book since his #1 bestseller David and Goliath, Malcolm Gladwell has written a gripping guidebook for troubled times.

Building Loyalty: The Acid Test of Leadership Fewer than half of today's employees believe that their companies deserve their loyalty. Web-empowered customers now defect more easily and more quickly than ever. Has loyalty become an outdated notion in today's marketplace? Fred Reichheld, author of the bestselling book The Loyalty Effect, argues that loyalty is still the fuel that drives financial success-even, and perhaps especially, in today's volatile, high-speed economy-but that most organizations are running on empty. Why? Because leaders too often confuse profits with purpose, taking the low road to short-term gains at the expense of employees, customers, and ultimately, investors. In a business environment that thrives on networks of mutually beneficial relationships, says Reichheld, it is the ability to build strong bonds of loyalty-not short-term profits-that has become the "acid test" of leadership. Based on extensive research into companies from online start-ups to established institutions-including Harley-Davidson, Enterprise Rent-A-Car, Cisco Systems, Dell Computer, Intuit, and more-Reichheld reveals six bedrock principles of loyalty upon which leaders build enduring enterprises. Underscoring that success requires both understanding and measuring loyalty, he couples each principle with straightforward actions that drive measurement systems, compensation, organization, and strategy: Play to win/win: never profit at the expense of partners. Be picky: membership must be a privilege. Keep it simple: reduce complexity for speed and flexibility. Reward the right results: worthy partners deserve worthy goals. Listen hard and talk straight: insist on honest, two-way communication and learning. Preach what you practice: explain your principles, then live by them. Vivid case studies illustrate the consequences of building or ignoring loyalty, and a rigorous Loyalty Acid Test (www.loyaltyrules.com) enables leaders to benchmark their loyalty practices against competitors. Providing tools for implementing the timeless principles of loyalty in a volatile economy, Loyalty Rules! is a practical guidebook for taking the high road in business-the only road that leads to lasting success. Fred Reichheld is a Director Emeritus of Bain Company and a Bain Fellow. He is the author of The Loyalty Effect as well as of influential articles in Harvard Business Review and the Wall Street Journal. His work has been featured in leading publications including the New York Times, Business Week, the Financial Times, and The Economist.

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

Draws on cutting-edge research and the authors' work with Fortune 500 executives, politicians and Nobel Prize winners to demystify the human process of social evaluation while explaining how to build personal strength and kindness to win the admiration, respect and affection of others.

Being socially responsible on the part of corporate entities is now no longer an option, it is part of their normal business obligations to all their stakeholders regardless of whether these are primary or secondary stakeholders. Modern societies around the world now expect corporate entities of all shapes and forms to be socially responsible in whatever they do; the " Global Practices of Corporate Social Responsibility " is a first attempt at bringing together in one book experts' accounts of how corporate entities in twenty independent nations around the world are dealing with the issue of CSR. The world today faces diverse social problems. These become apparent as one moves from one country to the next, interestingly, society now expects corporations to help in finding solutions to these problems. The problem of global warming affects us all; modern corporations can no longer continue to assume that the problem will go away, if nothing is done by them. We can all make a little difference by our actions.

Looks at the power of effective persuasion, describing the mindset and tactics of persuasion professionals and detailing ways to protect oneself from becoming a victim of manipulation.

Outlines numerous expansion strategies for businesses and includes interviews from twenty-five CEO's.

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