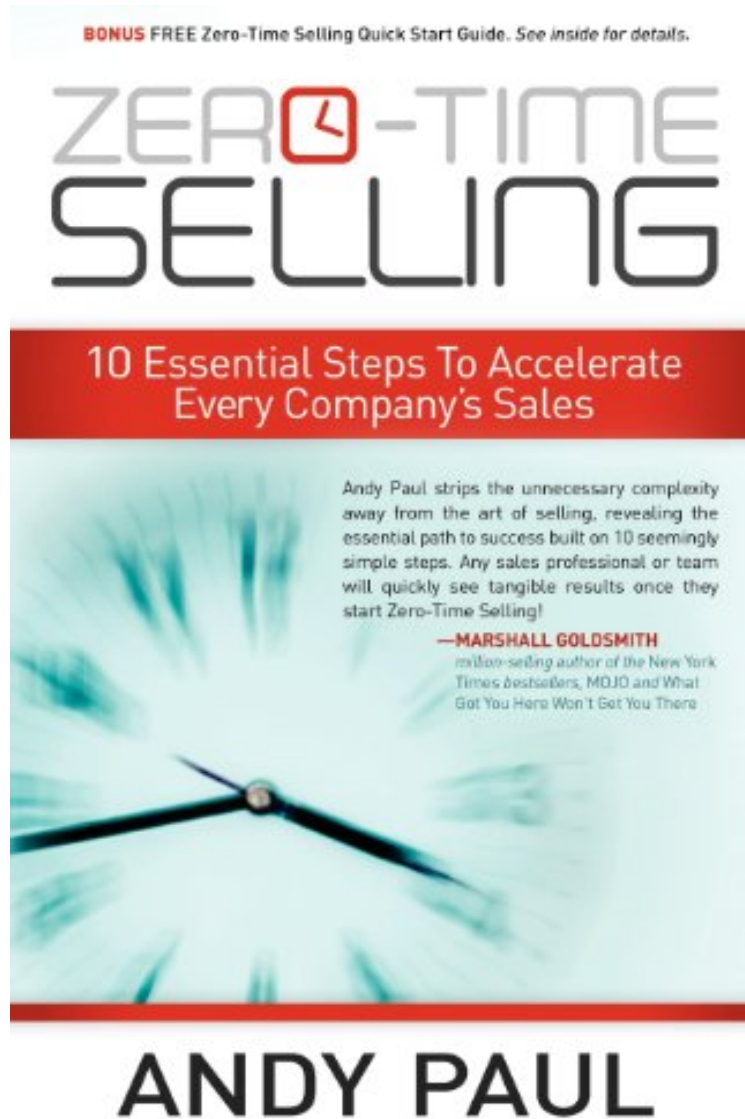


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Zero-Time Selling: 10 Essential Steps To Accelerate Every Company's Sales

Andy Paul

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Andy Paul : Zero-Time Selling: 10 Essential Steps To Accelerate Every Company's Sales before purchasing it in order to gage whether or not it would be worth my time, and all praised Zero-Time Selling: 10 Essential Steps To Accelerate Every Company's Sales:

1 of 1 people found the following review helpful. A great book for learning how to optimize your selling effortsBy Bob rickertWhen I opened up Andyr's book Zero-Time Selling the first thing he told me to do was to go out and

read other books on sales. I thought that was strange, but now I understand why. His point was there are things that all these books offer that are helpful. What they typically miss is the element of time. In our current economic climate, being resourceful, selling with purpose and urgency is becoming more important every day. As he points out, it's not what you sell, it is now about how you sell. That is what Andy helps you do in his book. He provides a path to follow that is clear, simple and practical. It is not a time management book, it is a time and sales optimization book. His 10 Step approach is aimed at maximizing every interaction, every step you take to achieve breakthrough results. He instills urgency by walking you through the ways you can (and must) leverage every lead. Following up immediately on every opportunity builds momentum that will get you to results faster and more predictably. He also includes the customer in every step. By knowing your products, understanding the customer's business and responding in a timely way builds loyalty and trust that becomes a differentiator. He points out the importance of unconditional support for you customers. If you treat every customer with care, urgency and with responsiveness, you will win. He shows you how. Finally, by doing a more effective job of qualifying your prospects you maximize your selling time. In fact, he points out the importance of "disqualifying prospects" early to avoid investing time where there is little to no upside. And by following his 10 steps, you ensure that you sell to the right customers, in the right way with the right result. I highly recommend this book to any salesperson interested in clearing away the clutter and time-killing sales activities that gets in the way, and follow Andy's path to new sales in less (zero) time!

0 of 0 people found the following review helpful. Need some good sales advice? By John Katsaros

First of all full disclosure - I am a long time friend and co-worker of Andy Paul. Andy has written a terrific sales book. Most books on sales target sales executives in large companies. Andy's book has good advice for sales people in companies of all sizes - from small businesses to large. One of the concepts that Andy talks about is the idea of putting people with product knowledge up front in the sales process. Too many companies do the reverse - blocking access to product knowledgeable people with armies of inside sales individuals with good intent but not sufficient knowledge. Just taking a step can increase a company's ability to get and keep customers. This is one example of Andy's approach to increasing sales. Zero-Time Selling is a worthwhile and entertaining read.

0 of 0 people found the following review helpful. Great Book! By Daniel Escondido

This is an excellent book providing grounded, practical recommendations for attracting and retaining customers. The book seems especially geared towards internal company salespeople. Mr. Paul's sense of humor keeps the book light and easy to read. There are several examples given in the book, both from the author's experience as well as metaphors (from the sports world, etc.). I usually don't like to read this type of book but I found this one both entertaining and informative!

"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.