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High-Profit Prospecting: Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales Results

Mark Hunter

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As a salesperson, your pipeline is the key to your success. No matter what changes, that remains the same. Top producers *prospect*—and they do it ALL THE TIME. “But how?” you ask, “In the age of the Internet, isn’t cold-calling dead?”

Now, in his new book, sales expert Mark Hunter shatters costly prospecting myths and eliminates confusion about what works today. Merging new strategies with proven practices, ***High-Profit Prospecting*** will help you:

- Find better leads and qualify them quickly
- Trade cold calling for informed calling
- Tailor your timing and message
- Leave a great voicemail
- Craft compelling emails
- Use social media effectively
- Leverage referrals
- Get past gatekeepers and open new doors
- Steer clear of prospecting pitfalls
- Connect with the C-Suite
- And more

The Internet won’t fill your sales funnel—and you can’t rely on the marketing department for leads (not if you want to succeed). ***High-Profit Prospecting*** puts the power back where it belongs—in your hands. Follow its formula and start bringing in valuable new business.

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