

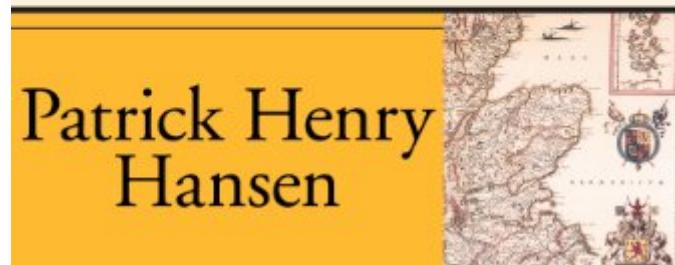
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Power Prospecting (From Great Moments In History Book 3)



Power Prospecting

COLD CALLING STRATEGIES
FOR MODERN-DAY SALES PEOPLE



Synopsis

Patrick Henry Hansen's Power Prospecting draws on some of history's most compelling moments to teach modern prospecting principles--Aristotle's banishment from Plato's Academy, Robert Bruce's victory at the battle of Bannockburn, mountain man John Colter's miraculous escape from Blackfeet Indians, and more. Beginning each chapter with a captivating historical event, Power Prospecting both informs and entertains. Build a B2B pipeline, improve teleprospecting and selling skills, increase lead generation, referrals, and executive networking.

Book Information

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Customer Reviews

This is a key element that is touched on in the DNA Selling Method book. Mr. Hansen has a delightful way of writing using historic examples to illustrate his key points. The book is an easy read and is very useful for both the new sales person as well as the "old war horse" that wants to hone his/her prospecting skills. Cold Calling is still needed and this book helps generate new business that every company and sales person needs if they want to grow. This book helped me overcome my fear of cold calling. I saw him at an Upstate New York sales kick off meeting, he writes like he

talks which is very entertaining. This is an easy read and has great insights.

This book is absolutely a "must" read for any sales professional or manager. Whether you want to improve your own results or those of your team or company. This book gives a path to Prospecting Nirvana. It is simple, yet very powerful and is brutally honest about why Prospecting is such a hige problem in the sales profession. With this book in hand a rookie or a veteran can see dramatic results. Can't wait to read the rest in the series!

I HATE cold calling! What a senseless waste of time! That is what I used to say, until our group was trained by Patrick Henry Inc. I'm glad to have this book in my library. It teaches you how to put together the language of a cold call so you aren't getting hang ups in the first second. I have had five times the success after using the principals taught in this book!

I have ready many books on professional level selling. Having been a successful salesman, in one form or another, for most of my professional life I am always looking to update my skill set and learn from others. Patrick Henry Hansen's work is excellent and a "must read" for anyone interested in a selling career and inproving skills. Not every book on selling skills is a "magic bullet" containing evrything you need to know. But you can learn something from each one. I recommend these books as well worth your reading time.

WOW amazing read! I have a hard time reading "sales" books but Patrick's use of history to make selling concepts kept me hooked. Again, I dont really read or finish sales book but this is by far the best prospecting book I have EVER finished.

The book was recommended to me by a friend and what an entertaining read it was. Being new in the sales industry without the right tools puts you at a serious disadvantage. On my quest to prepare myself I searched and read many sales materials, books and viewed numerous videos. All these were great in getting a base, but nothing was working to put me above the rest of the crowd. After reading Power Prospecting I noticed two things, the other books were a boring read by comparison and the lessons taught were not working. I was able to apply the tools and lessons outlined by Mr. Hansen to effectively increase my pipelines and the history side in each of the chapters prevents a boring read. This is a great book for the new salesman, or someone with years of experience. I have started on the rest of the series and would recommend you give this book a read, it will help to

overcome your cold calling fears and help you learn the secrets of effective cold calling.

I am a small business owner growing and now building a sales force. I bought this book to refresh my prospecting skills so I can better lead some of team members in their cold calling efforts. I found the progression of the book to be solid and the historical anecdotes to be interesting and a differentiator from typical business books. Someone commented about the author trying to sell his services as part of the book. I would expect nothing less from a seasoned sales person! The pieces that talk about Patrick Hansen's services and company do not undermine or distract from what I believe is a well written book and solid guide for prospecting while providing an entertaining read with many good tips.

After being in sales for three years and taking SPIN Training, I found Power Prospecting to be more entertaining than anticipated. It coincided with a time where I was starting from square one with another company and doing quite a bit of prospecting in result. How had I worked as a sales rep for all of those years and missed the importance of qualifying a lead to ensure my time was dedicated towards the right opportunities?! Using the prospecting skills and tactics from this book improved my sales, allowing me to continually increase revenue over the past five years. I consider myself a successful Inside Sales Representative and although I'm mostly working with customers these days, I still qualify leads each day in order to better prioritize my time, which is quite important with a huge sales territory like mine.

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