



# Amp Up Your Sales: Powerful Strategies That Move Customers to Make Fast, Favorable Decisions

*Andy Paul*

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Salespeople today face a fast-paced and increasingly crowded marketplace where meaningful product differentiation has all but disappeared. To compete successfully, sellers must set themselves apart in the eyes of buyers. *Amp Up Your Sales* shows anyone how to become the trusted sales professional who consistently wins new business.

Customers are overloaded with information, overwhelmed by options, and short on time—so the salesperson who is always responsive and completely focused on value, is the one who will stand out from the crowd and get the sale. Combining leading-edge research with field experience, the book shows readers how to:

- Maximize the value of their selling
- Accelerate responsiveness to build trust and credibility
- Earn valuable selling time with customers
- Shape the buyer's vision
- Integrate persuasive stories into their sales process
- Build lasting relationships through follow-up and customer service

Insightful and practical, the book arms salespeople with a powerful set of strategies they can use to spur buyers to say yes!

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