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## Soar Selling: How to Get Through to Almost Anyone-the Proven Method for Reaching Decision Makers: Close More Sales and Create Net New Business by Making Fewer Calls

By David Hibbard, Marhnelle S. Hibbard

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Soar Selling: How to Get Through to Almost Anyone-the Proven Method for Reaching Decision Makers: Close More Sales and Create Net New Business by Making Fewer Calls, David Hibbard, Marhnelle S. Hibbard, Conquer the greatest challenge of every sales professional: getting face-time with top decision-makers Lots of sales books focus on how to make the sale once the salesperson gets in the door. SOAR Selling is different; it delivers a proven system for sales professionals in B2B fields to make fewer calls, reach more executives, and get more appointments. The SOAR (Surge of Accelerating Revenue) process is based on extensive field tests conducted in more than 3,000 live sales calls (by phone and in person) in key markets throughout the U.S. and Europe. Teams working with SOAR won gatekeeper meetings in more than 80% of all calls made, and overall sales team performance skyrocketed-with measurable ROI of up to 2000% realized in as little as 12 weeks from program inception. Now, this breakthrough methodology can be yours. Marhnelle and David Hibbard are cofounders of Dialaxis, a leading provider of sales training and personal leadership coaching whose clientele includes Cisco, Apple,...



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