



Target Opportunity Selling: Top Sales Performers Reveal What Really Works

Nicholas A.C. Read

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A game-changing sales model that targets opportunities in every stage of today's long-lead sale

Target Opportunity Selling reveals best practices based on first-hand interviews with top sales performers throughout the world.

Leading sales trainer Nic Read describes what he calls the Sales Expansion Loop, which views the sales process as an infinite loop in which the roles of Marketing, Sales, Management, and Service all serve different coordinated roles in the customer journey. Read shows how to target opportunities at every stage of this continuous sales loop and align the sales process to the customer buying process. He provides practical how-tos for Sales Qualification, competitive strategy, relationship management and closing, as well as how to use the end of every sale as a primer for the next sale.

Nicholas A.C. Read is president of the training firm SalesLabs. He is a recent recipient of the Best Sales Trainer category in the International Business Awards, an annual awards show that has been dubbed "the business world's own Oscars" by the *New York Post*.

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