



The Portable Sales Coach

Lance Osborne

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Time is money—which means you're pouring money down the drain when you spend your time on low-percentage selling strategies.

How many times have you cold-called someone with no expectation that they'd have any interest in your pitch? How many times have you had to crowbar your way into someone's office to make a presentation? How many deals have you poured hours into, knowing that they were doomed from the start?

Don't just work hard—work smart. Read this book for the high-percentage plays in sales that will take your game to the next level. Discover how to:

- Craft a cold call your market wants to hear
- Get more appointments from fewer cold calls
- Get more sales from fewer appointments
- Find segments of your market that no one else is selling to
- Figure out which of your customers are making you money and which are costing you money
- Stop wasting time on people who aren't going to buy from you

LANCE OSBORNE is Founder and Chairman of the Lannick Group of Companies, a successful recruitment firm specializing in professional accountants. Over his 30-year career he has developed a commonsense approach to sales that anyone can put to work right away. Many of the people Lance has trained have gone on to become top performers in the industry.

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Lisa Auyeung:

As people who live in the particular modest era should be update about what going on or information even knowledge to make all of them keep up with the era and that is always change and progress. Some of you maybe will certainly update themselves by studying books. It is a good choice for yourself but the problems coming to anyone is you don't know which one you should start with. This The Portable Sales Coach is our recommendation to help you keep up with the world. Why, as this book serves what you want and want in this era.

Charlene Rodriquez:

Playing with family in the park, coming to see the marine world or hanging out with friends is thing that usually you might have done when you have spare time, in that case why you don't try thing that really opposite from that. One particular activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love The Portable Sales Coach, you are able to enjoy both. It is great combination right, you still need to miss it? What kind of hangout type is it? Oh occur its mind hangout folks. What? Still don't obtain it, oh come on its identified as reading friends.

Paige Robinson:

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