



Sell Me This Stylus: How to think like a buyer, close more sales, in less time and for more money

Siamac Rezaiezadeh

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Do you want to learn how to close more sales? What about faster and with fewer concessions?

At the critical moment, when we need to take a deal to the next phase, 90% of the time we are not convincing enough. We struggle to find the right words. We find it difficult to pick on the right data points. We get our timing wrong.

Don't worry: you aren't alone in this. Nobody every showed me how either.

Just imagine what it would be like to sell in a way that was in tune with the buyer. Now imagine again that you really can sell in a way that makes your buyer truly WANT what you have.

That future is possible: The best sales professionals are in tune with their buyers and deliver the right information at the right time in the right way.

Devised over 10 years and using in excess of 10,000 hours of research, testing and implementation, the 7 phases of the selling frame detailed in 'Sell Me This Stylus' have helped close deals worth over \$200 million.

Key learning areas include:

1. The email outreach template that tested 5x better than others
2. How to prospect effectively so that you don't waste your time and don't waste your buyer's time
3. Learn when and how to get the buyer to qualify why THEY would be a good customer

...as well as many tips, tactics and overarching strategies.

This book is for seasoned sales professionals looking to improve their numbers; for start-up founders seeking to devise a selling framework on which to build their business and sales newbies at the start of the journey. In short, if you want to sell more; if you want to close deals more quickly; and if you want to sell for more money, this is the book for you.

Key topics and areas of interest include: b2b sales, how to increase sales, sales process, how to close a sale, negotiation skills, sales tips, sales training, sales prospecting, sales techniques, sales tactics, sales skills, enterprise sales, sales presentations, how to sell, negotiation skills and strategies, sales prospecting and more!

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Mary Adam:

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