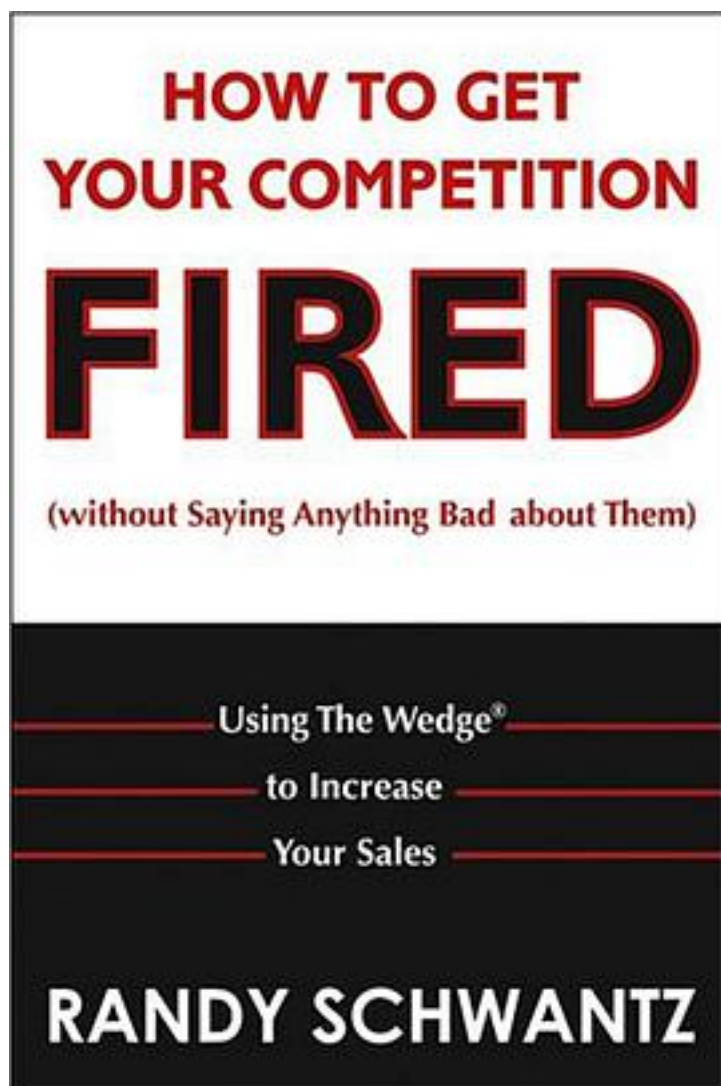


How to Get Your Competition Fired



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This title offers a six-step plan for driving a wedge between the competition and the customer. For sales people, convincing a potential customer to choose them over the competition is no easy task, and especially when the competition already has the account. Finally, "How to Get Your Competition Fired" shows readers a proven system for breaking the relationship between the competition and the customer. Randy Schwantz's method, The Wedge[registered], includes a six-step plan that drives a 'wedge' between the competition and the customer. He shows how to reveal the competition's shortcomings without seeming to, letting prospects decide independently to dump their current provider, exclude other competitors and, finally, switch to the salesperson's product or service. Offering real tactics, not just theory, this is the only sales strategy that really works to break the relationship between customers and the competition and bring in more business, faster than ever. Randy Schwantz (Dallas, TX) is a leading authority and expert on the sales process. A highly successful sales professional, he is a nationally respected sales trainer, author, sales coach, consultant, and public speaker. Randy is President and CEO of The Wedge Group, whose clients include Fortune 500 companies as well as small businesses.

作者介绍:

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