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The Infinite Pipeline: How to Master Social Media for Business-to-Business Sales Success: Sales Person Edition

Mike Ellsworth, Robbie Johnson, Ken Morris JD

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Many sales people, particularly in business-to-business categories, may think that social media is a consumer plaything and not well-suited for use in business.

The Infinite Pipeline demonstrates that social selling is real, it's here, and sales people can learn social sales techniques to improve their effectiveness.

B2B sales people can use the Infinite Pipeline™ Sales Development Process to create online relationships for sales success. Stop smiling and dialing, and use social media to engage with prospects by become the answer to their problems by socially surrounding them.

Along with contributing author and #1 social selling salesperson Jill Rowley, Social Media Performance Group presents easy-to-use step-by-step instructions for getting on popular social networking sites and mastering the techniques of social selling, including a plan for your first 30, 60, and 90 days on social media.

This updated sales person edition contains lots of case studies that explain how successful sales people use social selling techniques to prospect and close sales as well as how their companies are creating online communities that help sustain relationships with customers and develop new relationships with customers.

The Infinite Pipeline shows you how to use social media to improve customer satisfaction, start, build, and sustain professional relationships and involve the whole company in sales efforts.

Topics include: Why Social Media for B2B Sales; The Failure of Traditional Sales Metrics; What You Know About Who You Know; No More Smiling and Dialing; and Jill Rowley's 5 Pillars of Social Selling.

Infinite Pipeline provides everything you need to know to supercharge your sales efforts using social selling techniques, showing you how Infinite Pipeline theories and tools work in actual business scenarios.

What Others Are Saying

"Infinite Pipeline offers practical advice for using social media to extend relationship selling online. It's a great way to get crazy-busy prospects to pay attention."
—Jill Konrath, author of SNAP Selling and Selling to Big Companies

"Sales is all about relationships and trust. Infinite Pipeline is the 'how to' guide for maximizing social networks to find and build relationships, and generate trust in our digital age."
—Sam Richter, best-selling author, Take the Cold Out of Cold Calling (2012 Sales book of the year)

"Infinite Pipeline will be the authority on building lasting relationships through online social that result in bottom line business."
—Lori Ruff, The LinkedIn Diva, Speaker/Author and CEO of Integrated Alliances

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Gary Johnson:

What is your hobby? Have you heard that will question when you got college students? We believe that that problem was given by teacher to the students. Many kinds of hobby, Every person has different hobby. And you know that little person just like reading or as studying become their hobby. You have to know that reading is very important and also book as to be the matter. Book is important thing to incorporate you knowledge, except your personal teacher or lecturer. You discover good news or update regarding something by book. A substantial number of sorts of books that can you go onto be your object. One of them are these claims The Infinite Pipeline: How to Master Social Media for Business-to-Business Sales Success: Sales Person Edition.

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