

1. Record Nr.	UNINA990008468600403321
Autore	Gregorius I, papa <590-604>
Titolo	Homélies sur Ézéchiel / Grégoire le Grand ; texte latin, introduction, traduction, notes et index par Charles Morel
Pubbl/distr/stampa	Paris : Les éditions du Cerf, 1986-90
Titolo uniforme	Homiliae in Ezechielem <in latino e in francese>
ISBN	2204025844 0204041165
Descrizione fisica	2 v. ; 20 cm
Collana	Sources chrétiennes ; 327-360
Disciplina	224.4
Locazione	FLFBC
Collocazione	P2B-590-S.C.-GREG.M.-404A(1-2)1986
Lingua di pubblicazione	Francese Latino
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1.: Livre 1. 2.: livre 2.

2. Record Nr.	UNINA9910830219803321
Autore	Blount Jeb
Titolo	Fanatical prospecting : the ultimate guide for starting sales conversations and filling the pipeline by leveraging social selling, telephone, email, and cold calling / / Jeb Blount
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , [2015] ©2015
ISBN	1-119-14476-0 1-119-14477-9
Edizione	[1st edition]
Descrizione fisica	1 online resource (240 p.)
Disciplina	658.8/72
Soggetti	Selling Business referrals Customer relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Praise for Fanatical Prospecting; Title Page; Copyright; Dedication; Foreword; Special Note: Free Prospecting Resources; Chapter 1: The Case for Prospecting; The Real Secret to Sustained Sales Success; In Search of the Easy Button; Stop Wishing That Things Were Easier and Start Working to Become Better; Chapter 2: Seven Mindsets of Fanatical Prospectors; Success Leaves Clues; Chapter 3: To Cold Call or Not to Cold Call?; The Fine Art of Interrupting; Stop Seeking the Easy Way Out and Start Interrupting and Engaging; Just Afraid to Make the Call-Not Cold Call Chapter 4: Adopt a Balanced Prospecting MethodologyThe Fallacy of Putting All Your Eggs in One Basket; Avoid the Lunacy of One Size Fits All; Chapter 5: The More You Prospect, the Luckier You Get; The Universal Law of Need; The 30-Day Rule; The Law of Replacement; The Anatomy of a Sales Slump; The First Rule of Sales Slumps; Chapter 6: Know Your Numbers: Managing Your Ratios; Elite Athletes Know Their Numbers; You Cannot Be Delusional and Successful at the Same Time; Chapter 7: The Three Ps That Are Holding You Back; Procrastination; Perfectionism; Paralysis from Analysis; Disrupting the 3Ps

Chapter 8: Time: The Great Equalizer of Sales24; Adopt a CEO Mindset; Protect the Golden Hours; The Fine Art of Delegation; Blocking Your Time Will Transform Your Career; Horstman's Corollary; Stick to Your Guns; Concentrate Your Power; Beware of the Ding; What Lurks in Your Inbox Can and Will Derail Your Sales Day; Leverage the Platinum Hours; Measure Your Worth; Chapter 9: The Four Objectives of Prospecting; Prospecting Is a Contact Sport; Set an Appointment; Gather Information and Qualify; Define the Strike Zone; Close the Sale; Build Familiarity Chapter 10: Leveraging the Prospecting PyramidWalk Like an Egyptian: Managing the Prospecting Pyramid; Powerful Lists Get Powerful Results; Chapter 11: Own Your Database: Why the CRM Is Your Most Important Sales Tool; Own It Like a CEO; A Trash Can or a Gold Mine; Chapter 12: The Law of Familiarity; Prospecting Lubrication; The Five Levers of Familiarity; Chapter 13: Social Selling; Social Selling Is Not a Panacea; The Social Selling Challenge; Social Selling Is Not Selling; Choosing the Right Social Channels; Five Objectives of Social Prospecting; Personal Branding; Building Familiarity  
Inbound Prospecting Through Insight and EducationLeveraging Insight and Education to Power Up Strategic Prospecting; Trigger-Event and Buying-Cycle Awareness; Research and Information Gathering; Outbound Prospecting; The Five Cs of Social Selling; Social Media Prospecting Tools; Social Prospecting + Outbound Prospecting = A Powerful Combination; Chapter 14: Message Matters; What You Say and How You Say It; Enthusiasm and Confidence; What You Say; WIFM-The Power of Because; Bridging to the Because; The Secret to Crafting Powerful Bridges; Ask For What You Want; Assume You'll Get What You Want  
Shut Up

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#### Sommario/riassunto

Ditch the failed sales tactics, fill your pipeline, and crush your number Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospecting. The brutal fact is the number one reason for failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You'll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 C's of Social Selling and how to use them to get prospects to call you How to use the simple 5 Step Telephone Framework to get more appointments fast How to double call backs with a powerful voice mail technique How to leverage the powerful 4 Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7 Step Text Message Prospecting Framework And there is so much more! Fanatical Prospecting is filled with the high-powered strategies, techniques, and tools you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You'll gain the power to blow through resistance and

objections, gain more appointments, start more sales conversations, and close more sales. Break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting. It's time to get off the feast or famine sales roller-coaster for good!

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