



## SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers

By Jill Konrath

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Internationally recognized sales strategist Jill Konrath shows how to overcome customer hesitation to get more appointments, speed up decisions, and win sales. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP rules:

- **Keep It Simple:** Make things easy and clear for your customers.
- **Be iNvaluable:** Stand out by being the person your customers can't live without.
- **Always Align:** Make sure you're in synch with your customers' objectives, issues, and needs.
- **Raise Priorities:** Keep the most important decisions at the forefront of their mind.

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- Sales Rank: #77927 in Books
- Brand: Portfolio
- Published on: 2012-01-31
- Released on: 2012-01-31
- Original language: English
- Number of items: 1
- Dimensions: 8.39" h x .77" w x 5.43" l, .66 pounds
- Binding: Paperback
- 320 pages

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### Editorial Review

#### Review

"In this crazy busy world of ours, Jill Konrath's strategies are just what sellers need to be successful with today's frazzled decision makers."

-Michael Port, bestselling author of "Book Yourself Solid, The Contrarian Effect," and "Think Big Manifesto"

"How do you feel when a salesperson says: 'I want to tell you about my product'? Jill Konrath knows, better than anyone else, that busy people hate to be sold to and they don't buy products. Jill also knows what does work -that people are eager to invest in things that make their life better. Her ideas rock."

-David Meerman Scott, bestselling author of "The New Rules of Marketing & PR and World Wide Rave"

""SNAP Selling" presents an entirely new way to think about sales and selling-your customers, quotas, and partners will thank you for reading this book."

-John Jantsch, author of "The Referral Engine"

"Attention sellers: Jill Konrath has got your back if you want to increase your sales with bus

#### About the Author

**Jill Konrath** is a sales strategist and speaker whose clients include IBM , GE, and Hilton. Her first book, *Selling to Big Companies*, was praised by Fortune as a must-read. She writes a popular blog and newsletter at [SellingtoBigCompanies.com](http://SellingtoBigCompanies.com). She lives in St. Paul, Minnesota.

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