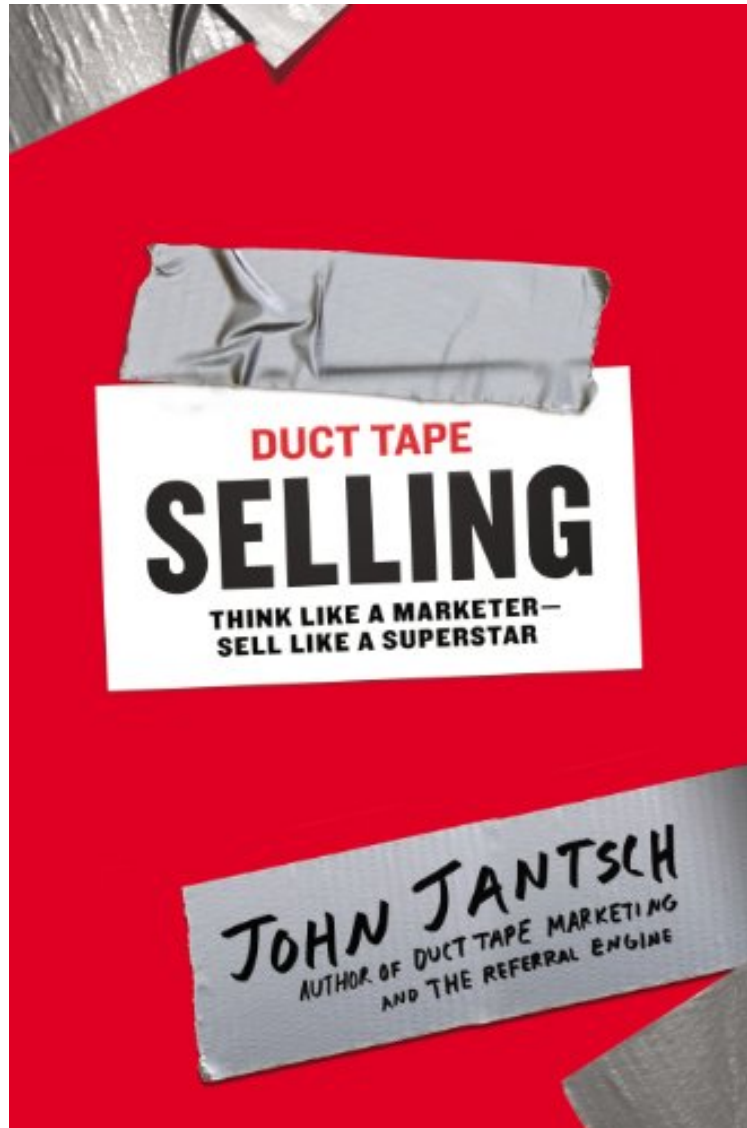


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## Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar

*John Jantsch*

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**John Jantsch : Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar:

8 of 8 people found the following review helpful. The New Sales Mind-Set By KWHIrsquo;m a big fan of Johnrsquo;s previous books because he gives you a plan of attack that spells out exactly what you need to do. I think this book is timely and appropriate given Irsquo;ve received several cold calls this month from sales people who should read this book. As a former salesperson, it boggles my mind that someone would pick up the phone without spending some time

to at least find out a little bit about the company before making the pitch. And as John says, with the tools that are available today, it's very easy to take signals from social data and online information to help your prospecting efforts. Listening with your ears and your eyes really has to be part of the sales process. In the book, Jantsch also talks about creating sales insight and follow-up consulting "that's so valuable people would be willing to pay for it". That's really just the sales extension of the inbound marketing model. Sure, this is a different mind-set, but I'm really not sure how any sales person will be successful in the future without it. 16 of 17 people found the following review helpful. Absolutely Fantastic!!! By John B. Spence I read a ton of business books (100+ a year) and I focus a lot on sales -- I have probably read more than 300 books on sales -- and Duct Tape Selling would now be in my top four!! This is a superb book - I learned a lot and felt that the author's ideas were spot on. Definitely one you will want to add to your sales/business library -- and I think his book "Referral Engine" is the best on that topic. I would put both of those books as MUST reads for anyone in sales or the owner of a small business -- they are superb and give heaps of useful information, tools and ideas. 1 of 1 people found the following review helpful. An essential book if you want to become a business superstar! By Brandon R. I've read countless books about sales, marketing and business, and this is the Top book for this year. In fact, I'd put this book in my top 5 books all time for entrepreneurs and business owners looking to grow their businesses. This book provides a new 7-step blueprint for selling in today's new economy that focuses on guiding the prospect/customer along the entire sales experience path and delivering value in a sustainable way that makes you stand out. He breaks each step down and makes implementation manageable for a beginner as well as highly beneficial for an experienced business man or woman. John helps you navigate the sea of endless information and tools for growing your business and shows you which ones are the best for each situation. He has also turned me on to some amazing tools that I now can't imagine living without in business! I love how the book bridges the gap between sales and marketing. Many people think that they are not naturally born, but John makes the selling process easy and manageable by providing a framework that will have the sales close itself rather than having to learn/use hard closing techniques like a car salesman. What I love most about Jantsch is he walks the talk. You can see him using these tools, techniques and strategies in his business rather than just theorizing about them. He is a true leader in today's world for business.

Many of the areas that salespeople struggle with these days have long been the domain of marketers, according to bestselling author John Jantsch. The traditional business model dictates that marketers own the message while sellers own the relationships. But now, Jantsch flips the usual sales approach on its head. It's no longer enough to view a salesperson's job as closing. Today's superstars must attract, teach, convert, serve, and measure while developing a personal brand that stands for trust and expertise. In Duct Tape Selling, Jantsch shows how to tackle a changing sales environment, whether you're an individual or charged with leading a sales team. You will learn to think like a marketer as you: Create an expert platform Become an authority in your field Mine networks to create critical relationships within your company and among your clients Build and utilize your Sales Hourglass Finish the sale and stay connected Make referrals an automatic part of your process As Jantsch writes: "Most people already know that the days of knocking on doors and hard-selling are over. But as I travel around the world speaking to groups of business owners, marketers, and sales professionals, the number one question I'm asked is, 'What do we do now?'" I've written this book specifically to answer that question. At the heart of it, marketing and sales have become activities that no longer simply support each other so much as feed off of each other's activity. Sales professionals must think and act like marketers in order to completely reframe their role in the mind of the customer.

Duct Tape Selling explores several counterintuitive routes to sales success, but it starts with the most important skill of all: listening. If we want to move forward with our ideas, our products, our services, or even ourselves, we have to slow down and understand what our counterparts are saying. And if you listen to John Jantsch, you'll learn the attitudes and abilities required to master the new world of sales. — Daniel H. Pink, author, *To Sell Is Human and Drive* Duct Tape Selling totally reframes the sales process, showing sellers how to leverage marketing strategies to connect, build value, and win more business. — Jill Konrath, author, *Agile Selling and SNAP Selling* In an ever more connected society, consultative selling is (fortunately) the new driver of growth. Once again, John Jantsch turns our expectations upside down and shines a light on a better way to get things done. — Seth Godin, author, *The Icarus Deception* Jantsch brings the concept of inbound selling to life with practical, actionable advice that can help turn any sales rep into a sales superstar. From effective storytelling to optimizing your social profile for success, John's advice will give aspiring and existing salespeople alike the tools, context, and information they need to meet the needs of twenty-first-century buyers. — Brian Halligan, HubSpot CEO and co-author, *Inbound Marketing* Duct Tape Selling holds answers for how real-world salespeople can connect and stick with real-world customers. If you're tired of seeing your sales fall apart, John Jantsch has the real-world answers. — Jeffrey Gitomer, author, *Little Red Book of Selling and 21.5 Unbreakable Laws of Selling* Duct Tape Selling does a fantastic job defining why the

world of sales has changed, what the new world of sales looks like, and how you can become a modern sales professional. — Jill Rowley, social selling evangelist, Oracle  
About the Author JOHN JANTSCH is a marketing consultant, speaker, and the acclaimed author of Duct Tape Marketing, The Commitment Engine and The Referral Engine. He is the founder of the Duct Tape Marketing Consultant Network. He lives in Kansas City. Visit [DuctTapeSelling.com](http://DuctTapeSelling.com)