

(Ebook pdf) Outlaw: Fight for Your Customers and Sell Without Fear

## Outlaw: Fight for Your Customers and Sell Without Fear

*Trent Leyshan*

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#1427164 in eBooks 2012-12-20 2012-12-20 File Name: B00B0H9QV6 | File size: 54.Mb

**Trent Leyshan : Outlaw: Fight for Your Customers and Sell Without Fear** before purchasing it in order to gage whether or not it would be worth my time, and all praised Outlaw: Fight for Your Customers and Sell Without Fear:

How a new generation of outlaw salespeople are rewriting the rules Outlaw is a guide to what really works in the sales environment. Packed with fresh on-the-ground insights, powerful true stories, bold strategies, and unconventional approaches to selling, it explains how the best salespeople defy the conventional wisdom to achieve stunning success. But it's not just for salespeople. Since we all sell something in one form or anothermdash;even ideasmdash;Outlaw is

the sales guide for the salesperson in each of us. Outlaw explains that the world's best salespeople don't just sell; they fight for a worthy cause. They don't just pitch the customer; instead, they reframe the customer's and the market's expectations, delivering unique experiences that build value and inspire satisfaction, loyalty, and repeat business. In Outlaw, author and sales expert Trent Leyshan uses straightforward explanations and inspiring case studies to reveal the tools, traits, and skills used by the world's most dynamic and successful sales professionals. Includes effective sales practices for salespeople, as well as account managers, business leaders, consultants, marketers, advertisers, and entrepreneurs. Features proven techniques for overcoming personal limitations, understanding what customers want, and becoming a more passionate, inspiring sales professional. Written by a sales expert and trainer whose clients include many of Australia's most successful sales-driven firms. Perfect for anyone who works in sales or wants new ways to influence colleagues and customers, Outlaw offers effective strategies and a fresh approach to selling that really works.

**From the Back Cover** Are you ready to break all the rules and become one of the new breed of business Outlaws? Everyone lives or dies by selling something and the best salespeople in the world are Outlaws. They defy conventional business wisdom at every turn, exceed market expectations and change the way the sales game is played forever. Packed with fresh insights and powerful true stories, Outlaw will free you from the shackles of convention and show you how to: outsell and outlast your competitors with revolutionary sales strategies; dig beneath the surface to identify what's really driving customer behaviour; become an advocate, an ally and a trusted adviser; rather than a self-promoter build a reputation for quality, innovation and customer leadership; ignite passion within yourself, your team and your customers. Join the new gang of Outlaws. Stop just 'selling' and start fighting for your customers! About the Author Trent Leyshan is the founder of BOOM!, an international sales development company working with some of the world's most dynamic organisations. Visit [www.boomsales.com.au](http://www.boomsales.com.au).