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- Draft a compelling, customer-focused “ sales story ”
- Perfect the proactive telephone call to get face-to-face with more prospects
- Use email, voicemail, and social media to your advantage

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His first book, *New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development* became a #1 Amazon Bestseller and spent a year as the #1 top-rated book in its category. A transplanted New Yorker, Mike has called St. Louis home for almost twenty-five years.

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