



Changing the Sales Conversation: Connect, Collaborate, and Close: Connect, Collaborate, and Close

Linda Richardson

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The proven new sales strategy from *New York Times* bestselling author Linda Richardson

Learn how to create better, more effective dialogs with customers in today's hyper digital world

In this era of iPads, iPhones, and apps, sales communications may be growing, but sales conversations are dying--and so are too many sales. *The New Sales Conversation* helps you use new links and technologies without losing the very reason for making a connection in the first place--a chance to exchange the winning words that lead to a successful close and a loyal customer.

Richardson Provides five easy-to-remember keys to bringing value to customers: Futuring (Predictive Preparation), Heat-mapping (New and Emerging Needs), Value-tracking (Proof of Solution), Phasing (Verifiable Outcomes), and Linking (Emotional Connection)

Linda Richardson is the founder and Executive Chairwoman of Richardson, a global sales training business. She teaches sales and management courses at the Wharton Graduate School of the University of Pennsylvania and the Wharton Executive Development Center.

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