

Welcome to November

Featured this month: 5 Ways to Sell Download | ESFB | Sales Book List!



Download Our '5 Ways to Sell in an Ever-Changing World'



5 ways to sell in an ever-changing world

- Help your customers teach themselves.
- Modern selling is about giving insights, not just information.
- Sales and Marketing must listen better and respond with value.
- Your customers buy from you and not from the company, so modern selling has to be personalised.
- You have to be available because that's what delivers the results.



To succeed today you have to blend the best of traditional and modern sales approaches and techniques with a total expectance that modern selling has evolved to a blend of sales and marketing skill sets.

Check out our **FREE** download 'The 5 Ways to Sell in an Ever-Changing World' and make sure that your sales approach has your customer at the centre of all your activities.

After reading and reflecting on them you will see a framework that we use in our training and it will help you to talk more personally, specifically and regularly to your prospective buyers and will help you operate in a more modern sales approach.

Download your FREE copy

Plan. Grow. Do. On Tour



We had a great time presenting 'The 5 Ways to Sell in an Ever-Changing World' in Palm Desert at the ILMA Annual Meeting last month.

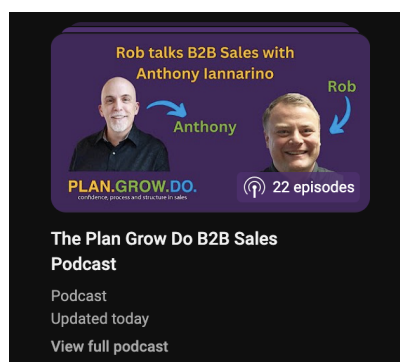
We will be delivering more talks and training courses in some exciting locations this month. Stay tuned to see where we are next!



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Watch for FREE on our YouTube Channel



Eat Sales For Breakfast

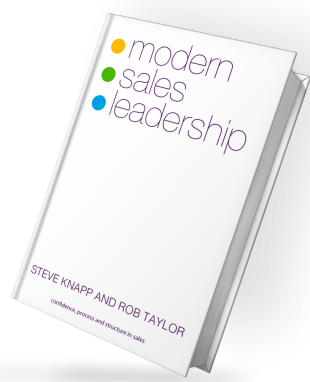
14th November | 09.30



A networking session designed to help you sell more.

Haven't attended an event with us before? This free event in partnership with Sheffield Chamber of Commerce is not one to be missed!

Reserve your FREE place



Sales Book List!

Thank you to Simon Hares for sharing our Modern Sales Leadership book as a favourite read in 2023! You can view the [full list of recommended sales books here](#).

Order your copy of Modern Sales Leadership

Join the conversation

