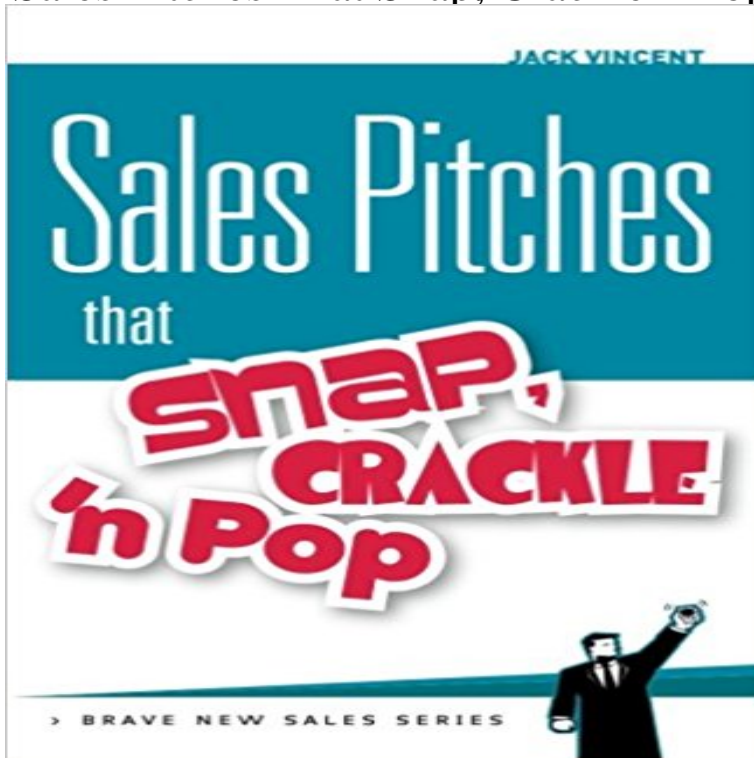


Sales Pitches That Snap, Crackle n Pop



In a B2B pitch, you're not there to close a deal. You're there to open a relationship. The three objectives of a pitch are therefore to: **€ Snap:** Stimulate interest. The prospects will be leaning forward, eyes and ears on you. They'll know you're there with something directly related to their needs. **€ Crackle:** Start a conversation. A customer-focused conversation, mind you. The prospects will be talking openly about their challenges, opportunities and desired outcomes. **€ Pop:** Build trust. The prospects will be telling you things they haven't yet thought of, and they will want more of you. They'll see you not as another vendor, but as their trusted advisor. *Sales Pitches That Snap, Crackle n Pop* shows you how to achieve this in straight-forward and sometimes hard-hitting language. Preparation, delivery and adaptability are the keys to success in early-stage sales opportunities, and Jack covers it all in a concise and practical way. Jack is a high-impact presenter and, as this book demonstrates, a high-impact writer, too.

- Stacey Allaster, Chairman & CEO, Women's Tennis Association

Jack is one of the most engaging, customer-focused sales professionals I've ever worked with. His punchy, take-no-prisoners style comes through in this valuable book. For all those looking to secure new B2B clients in these challenging times, this is a must-read.

- Frank Palmer, Chairman & CEO, DDB Canada

Jack slaps you in the face with best practices and makes you

laugh at the same time. - Dr. Tobias Kiefer, Director Global Learning & Development, Booz & Co. Brave New Sales Series Visit us on the web at www.BraveNewSales.com

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