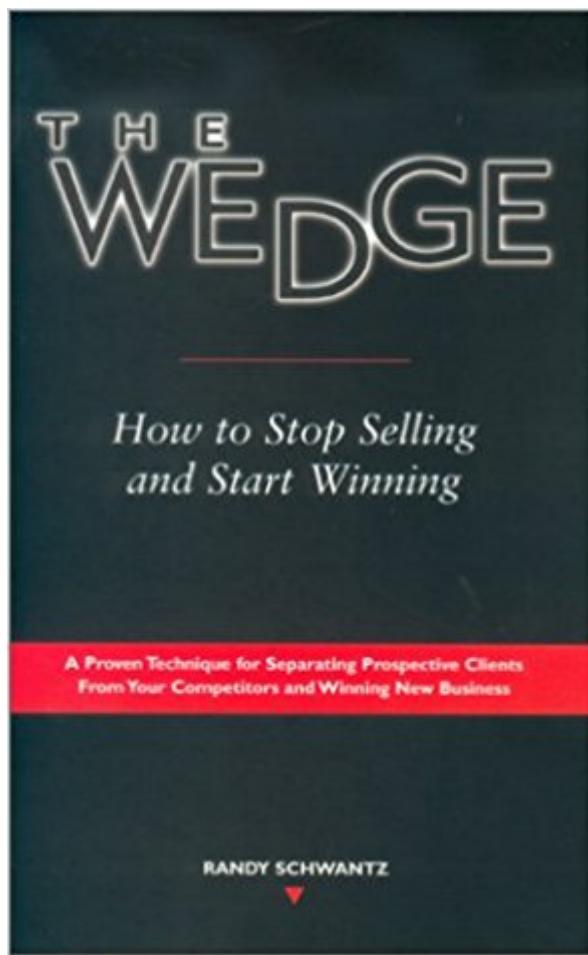


The book was found

The Wedge: How To Stop Selling And Start Winning



Synopsis

The Wedge offers a powerful, proven technique to distinguish you from the incumbent agent and help you win new business. You will dramatically increase your "win ratio" and add satisfied clients to your book of business by researching a potential client, building rapport, and discovering the client's inner dissatisfaction in the current relationship. Learn Why Traditional Selling Doesn't Work Learn What You Need To Know To Win Rapport, Discovery, Differentiation The Six Steps of The Wedge Wedge Scripting Aids and More! Randy Schwantz's The Wedge strips away the theoretical and packs in the most practical sales techniques to come along in the last ten years. If a salesperson is not Driving the Wedge, they're just spinning their wheels! Richard F. Yadon, Jr. Director of Sales Willis Corroon Corporation of Kansas After reading The Wedge, and applying its principles to my sales presentations, I landed a rather large account that I know a competitor was also avidly pursuing. That alone makes the investment in this book worthwhile. kemspeaks.com online reviewer Phoenixville, PA Randy Schwantz is President & CEO of The Wedge Group, a sales training and consulting firm headquartered near Dallas, Texas. He is in the business of helping agencies, carriers and other companies accelerate their profitable growth by integrating their sales people, support staff and executive leadership into a high-performance team.

Book Information

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Customer Reviews

I first read How To Get Your Competition Fired and loved it. I recently bought (and returned) The Wedge. It is almost an exact duplicate of How To Get Your Competition Fired. There are a few areas where he says things a bit differently but it's basically the same. I have a feeling The Wedge

for Financial Advisors is the same as well. He has one good idea and seems to be rehashing it with different titles, but it's all the same concept. I'd say to get How To Get Your Competition Fired and the Red Hot Introductions book and you'd be set.

Great read, but not 100% applicable to the real world.

Very well thought out book. Insightful and informative. Highly recommend this to anyone who is interested in being a more competitive person.

Good sales ideas, except forget to mention how to get in the door.

awesome book! NationWide just bought the rights to it .. if this tells you anything....!

This is a great book. It comes at sales from a different perspective.

For anyone who wants to close more sales, this is the book to read. I use this book in sales training classes with excellent feedback from students. Randy Schwantz opens up a whole new way of closing sales by helping you do a better job of analyzing your prospect and your existing competition, and by giving you a method to help the prospect ask you for help.

Great read! Good for any sales person!

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