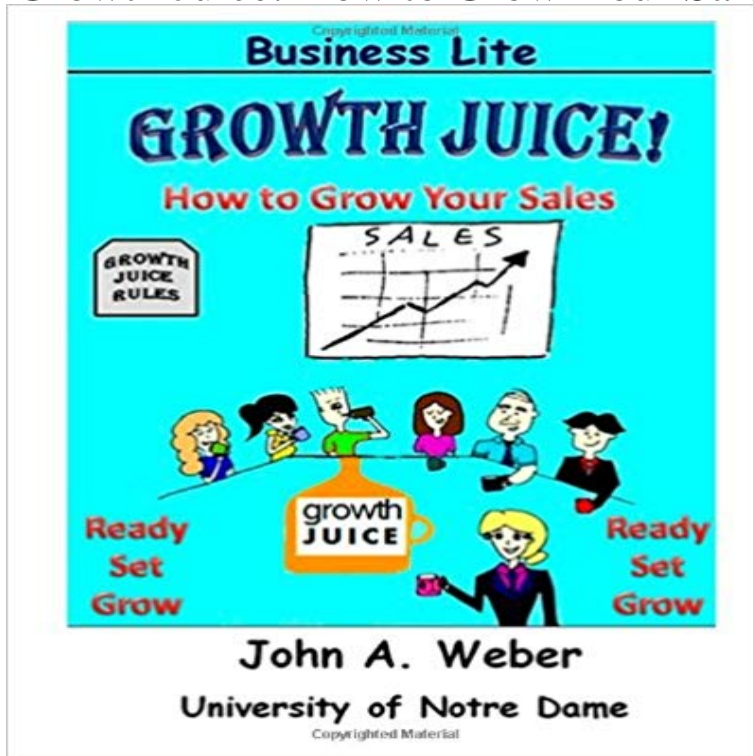


Growth Juice: How to Grow Your Sales



The Growth Juice Book was written to help companies realize continuous growth of sales and profits. The book starts with concepts, frameworks and practical planning perspectives that provide the base needed by any firm desiring to get on a consistent growth path. All materials presented here have been time tested through the authors growth planning consulting for scores of major firms. The second section is based on the common sense notion that sales and profit growth are achieved one profitable sale at a time. Enter Solution Selling -- an ultra-effective selling system used for training more than a million sales professionals in large and small companies around the globe. Here the book provides a hands-on view of all the details of the Solution Selling process. Social media is fully integrated into the coverage of Solution Selling. The final section of the book overlays the Solution Selling process with a sales management system that enables the conversion of one profitable sale at a time into consistent, long term sales and profit growth. Combining the planning perspectives detailed in the first section with the Solution Selling process and sales management system yields an effective formula for achieving the goals of continuous sales and profit growth. The book is fast moving and easy to read as it features many (70) short, single concept chapters, highlighted by dozens of cartoons exemplifying principles as they are presented. To build and maintain interest, the various components of the Solution Selling process and sales management system are presented in an actual selling scenario that includes many fun characters introduced along the way to provide a lively, entertaining story-line.

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