

## List More Sell More

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from amos schwartzfarb serial entrepreneur and veteran managing director of techstars austin comes the elemental essential and effective strategy that will help any startup identify build and grow their customers from day 1 most startups fail because they can't grow revenue early or quickly enough startup ceos will tell you their early missteps can be attributed to not finding their product market fit early enough or at all founders overspend time and money trying to find product market fit and make false starts follow the wrong signals and struggle to generate enough revenue to scale and raise funding and all the while they never really knew who their customers were what product they really needed and why they needed it but it doesn't have to be this way and founders don't need to face it alone through expert

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second edition extended it will change the way you think about selling you don t need fancy persuasion tactics a perfect sales pitch or be the greatest salesman in the world you need to know the eternal sales techniques that will always work from the universal sale principles to the final formula to get customer loyalty and exceed their expectations when the fiction meets the art of selling the result is an entertaining and original sales book an ancient book a sword with a soul a samurai with a mission a tiger and a dragon discover what they have in common in this unique literary experience full of principles ideas a lot of humor and amazing concepts to sell more and better the extended second edition includes the additional chapter the mystery of the cover anyone in sales will find inspiration and motivation in this sales book that provides the keys to excellent sales results after the success of the original edition it is finally available the english version a must read for all type of salespeople entrepreneurs businessmen marketing and sales professionals sales managers sales trainers exporters start ups and students for beginners in sales if you are new in sales or have small experience it will help you to discover the real concept and basics of sales learn the main principles prior to developing any bad habits no any trick techniques can replace the focused understanding of the sales fundamental and the eternal sales techniques the very first sales book to buy easy to read powerful and

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