



## The Invisible Sale: How to Build a Digitally Powered Marketing and Sales System to Better Prospect, Qualify and Close Leads

By Tom Martin

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, The Invisible Sale: How to Build a Digitally Powered Marketing and Sales System to Better Prospect, Qualify and Close Leads, Tom Martin, Build a High-Impact, Low-Hassle Digital Sales Prospecting System That Works! Hate cold calling? Stop doing it! Build a supercharged, highly automated digital sales prospecting system that attracts more qualified leads, shortens sales cycles, and increases conversion rates-painlessly! In The Invisible Sale, Tom Martin reveals techniques he's used to drive consistent double-digit growth through good times and bad, with no cold calling. Martin's simple, repeatable process helps you laser-target all your marketing activities, sales messages, and sales calls based on what your prospects are actually telling you. Martin boils complex ideas down to simple, straightforward language.real-life case studies.easy-to-understand templates.and actionable solutions! \* Discover the "invisible funnel," where self-educated buyers are making decisions before you know they exist \* Leverage Funnel Optimized website design to identify your prospects' key challenges before you ever speak to them \* Integrate social media, content, and email to optimize the entire prospecting process \* Make every sales call count with behaviorally targeted email prospecting \* Leverage Twitter, Facebook, and LinkedIn to efficiently "prospect at scale"...

### Reviews

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