

How to Get Your Competition Fired

**(without Saying Anything
Bad about Them)**

Using The Wedge® to Increase Your Sales

Randy Schwantz



John Wiley & Sons, Inc.

How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales, Randy Schwantz, John Wiley & Sons, 2010, 1118040341, 9781118040348, 224 pages. A six-step plan for driving a wedge between the competition and the customer. For sales people, convincing a potential customer to choose them over the competition is no easy task, and especially when the competition already has the account. Finally, How to Get Your Competition Fired shows readers a proven system for breaking the relationship between the competition and the customer. Randy Schwantz's method, The Wedge(r), includes a six-step plan that drives a "wedge" between the competition and the customer. He shows how to reveal the competition's shortcomings without seeming to, letting prospects decide independently to dump their current provider, exclude other competitors and, finally, switch to the salesperson's product or service. Offering real tactics, not just theory, this is the only sales strategy that really works to break the relationship between customers and the competition and bring in more business, faster than ever. Randy Schwantz (Dallas, TX) is a leading authority and expert on the sales process. A highly successful sales professional, he is a nationally respected sales trainer, author, sales coach, consultant, and public speaker. Randy is President and CEO of The Wedge Group, whose clients include Fortune 500 companies as well as small businesses..

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Competitive Advantage Creating and Sustaining Superior Performance, Michael E. Porter, Jun 30, 2008, Business & Economics, 592 pages. The essential complement to the pathbreaking book Competitive Strategy, Michael E. Porter's Competitive Advantage explores the underpinnings of competitive advantage in the

The Contrarian Effect Why It Pays (Big) to Take Typical Sales Advice and Do the Opposite, Michael Port, Elizabeth Marshall, Sep 9, 2008, Business & Economics, 165 pages. Selling is the number one function of a business. However, the traditional sales model, including the typical jargon and tactics, is outdated and in need of a serious makeover

The Wedge for Financial Services How to Stop Selling and Start Winning, Randy Schwantz, Jan 16, 2008, , 98 pages. .

Golden Circle Secrets How to Achieve Consistent Sales Success Through Customer Values & Expectations, Dale Midgley, Ben Midgley, Apr 15, 2005, Business & Economics, 174 pages. A father and son sales team reveal the secrets of sales success In Golden Circle Secrets, father-and-son team Dale and Ben Midgley show management and the sales team how to

The New Science of Selling and Persuasion How Smart Companies and Great Salespeople Sell, William T. Brooks, May 12, 2004, Business & Economics, 256 pages. One of the world's most sought-after sales training and consulting experts reveals the strategies smart companies use to sell anything to anyone This book takes a new and

Managing for Sales Results A Fast-Action Guide for Finding, Coaching, and Leading Salespeople, Ron Marks, Feb 25, 2008, Business & Economics, 124 pages. This book looks at various methods for recruiting salespeople, from the traditional to the radical, and shows you how to make the smartest, most profitable hiring decisions for

The Secrets of Happily Married Women How to Get More Out of Your Relationship by Doing Less, Scott Haltzman, Theresa Foy DiGeronimo, Dec 21, 2010, Family & Relationships, 224 pages. From the authors of the best-selling The Secrets of Happily Married Men comes the much-anticipated follow-up book The Secrets of Happily Married Women. In their first book, Dr

Creating a Million-Dollar-a-Year Sales Income Sales Success through Client Referrals, Paul M. McCord, Feb 16, 2007, Business & Economics, 224 pages. In Creating a Million-Dollar-a-Year Sales Income, Paul McCord sets out a detailed, yet flexible course of action that has been proven to generate referrals in virtually any

Effective Selling and Sales Management How to Sell Successfully and Create a Top Sales Organization, Gini Graham Scott, 2007, Business & Economics, 176 pages. EFFECTIVE SELLING AND SALES MANAGMENT is designed for anyone with a product or service to sell, from entrepreneurs and small business people to managers of corporate sales

Questions Great Financial Advisors Ask... and Investors Need to Know , Alan Parisse, David Richman, Jun 1, 2006, Business & Economics, 184 pages. Coauthors Parisse and Richman have compiled the questions great advisors ask that lead to the probing and personal conversations necessary to diagnose and understand clients

How to Sell Without Being a JERK! The Foolproof Approach to the World's Second Oldest Profession, John Klymshyn, May 23, 2008, Business & Economics, 240 pages. In this practical, enlightening guide, master salesman John Klymshyn reveals how you can be assertive and effective without rubbing people the wrong way or fulfilling the

Sixty Trends In Sixty Minutes , Sam Hill, Nov 20, 2002, Business & Economics, 288 pages. A showcase of the sixty trends that will have the biggest impact on business in the next decade In Sixty Trends in Sixty Minutes (A Brandweek Book), top marketer Sam Hill

Intelligente Werbung, Exzellentes Marketing Ein Praktischer Leitfaden zu Kundenpsychologie und Neuromarketing, Prozessen und Partnermanagement, Christiian Zich, Jun 18, 2012, Business & Economics, 338 pages. Dieses Buch richtet sich an Marketingverantwortliche und Agenturen. Es bietet eine pragmatische Vorgehensweise fr die Erstellung von "Advertisements that sell": - ein

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