Ditch the Pitch: The Art of Improvised Persuasion

by Steve Yastrow

Customers don't want to hear sales pitches. Yet salespeople still cling to this safety net. Why? Just like most of us, they fear taking that giant step into unfamiliar territory because they believe that 'if you don't ask, you don't get.' Ditch the Pitch: The Art of Improvised Persuasion challenges salespeople to forget everything they've learned about closing sales. In this breakthrough handbook, Steve Yastrow offers practical, proven tools to help salespeople to engage customers in a natural, conversational way.
To “Ditch The Pitch” and have a persuasive conversation, internalize these six habits: Think input before output - Have present moment