

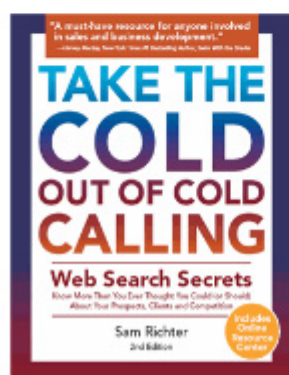
Motivational Speakers Blog

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Gain an ethical selling edge



Sales people love an ethical edge and author/speaker Sam Richter gives it to them. Most buyers admit that they want to work with sellers who they like. Most sales people stop once they build that rapport. I wanted to go beyond rapport to respect, value and trust. Once I had that trust, I knew I would have a great client, a strong advocate and a willing reference to other buyers.

In his book, *Take the Cold out of Cold Calling*, Sam shows experienced and novice sales people how to harness the data available on the Internet to learn more about your current and prospective buyers. As usual, I was skeptical, but this time quickly saw how easily I could refine my searches for better results, leverage social networks much more effectively and learn from data posted on the “invisible” web (i.e., the millions of pieces of information not searched by Google) in order to establish and deepen relationships.

Any good sales person knows he/she has to ask good questions ... but why ask questions you can already get the answers to easily? Anyone can look at a company's website, but in Sam's book you learn the secrets to finding inside information that saves time, gains access, builds trust and gives you a competitive advantage. The really brilliant part of this book is the application piece – where Sam shows you exactly how to use the data to help close more deals faster. This is an easy-to-follow book on how to get faster results and learn more about your customers' business needs.

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By [Paul Schmidt](#) – January 2, 2009