



# SalesForce 2020

*Thomas A. Freese*

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SalesForce 2020 is the only book of its kind. It is a book about the future of selling. While hindsight may be 20/20, many of the old school selling tactics that have been touted for decades no longer make sense as we rapidly approach the year 2020. There's a reason why top performing salespeople continue to excel, while those who are struggling continue to struggle, even though they're all following the same basic sales process. Might it be time for an upgrade? Sellers today are hungry for strategies and techniques that can give them an 'unfair' advantage in their respective markets, rather than reverting back to much of the outdated logic that has plagued traditional sales approaches for the last 40 years. Is this book an indictment of traditional sales approaches? In a word--Yes. It's also a roadmap for showing sellers how to create a differentiable advantage moving forward. This book is a must-read for anyone responsible for individual sales territories, designing marketing strategies, or managing entire sales teams. Enjoy!

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