



SNAP Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers

Jill Konrath

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Internationally recognized sales strategist Jill Konrath shows how to overcome customer hesitation to get more appointments, speed up decisions, and win sales. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP rules: **Keep It Simple:** Make things easy and clear for your customers. **Be iNvaluable:** Stand out by being the person your customers can't live without. **Always Align:** Make sure you're in synch with your customers' objectives, issues, and needs. **Raise Priorities:** Keep the most important decisions at the forefront of their mind.

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