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SALES - simplified *Top1% Sellers Academy Webinar with Mike Weinberg* The Beginner's Guide to Excel - Excel Basics Tutorial ~~Grafting Compelling Sales Story~~ Talking Points **"The Sales Acceleration Formula"** by Mark Roberge - **BOOK SUMMARY** ~~New Sales Simplified The Essential~~

New Sales. Simplified. is the answer. You'll learn how to:

- Identify a strategic, finite, workable list of genuine prospects
- Draft a compelling, customer-focused "sales story"
- Perfect the proactive telephone call to get face-to-face with more prospects
- Use email, voicemail, and social media to your advantage

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His first book, *New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development* became a #1 Amazon Bestseller and spent a year as the #1 top-rated book in its category. A transplanted New Yorker, Mike has called St. Louis home for almost twenty-five years.

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