

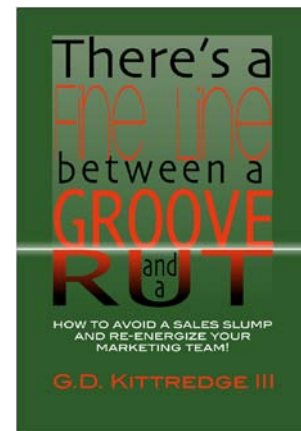
Book Review:

There's a Fine Line between a Groove and a Rut: How to Avoid a Sales Slump and Re-Energize Your Marketing Team!

By G. D. Kittredge III

Authors of many business books today write about what business managers need to do to increase sales and develop new customers, but very few take the time to really show their readers just how to do it.

This book is the exception. Drawing on over 25 years in sales, marketing and business management experience, the author takes dead aim at how to address a slumping sales situation and turn it around – quickly. Using easy-to-understand examples, the book illustrates how to create successful sales opportunities and how to employ effective, yet basic, selling skills. For example, in Chapter Five the author explains why cold calling sales tactics fail and provides alternative approaches to finding and connecting with decision-makers that result in much higher success rates.



There's a Fine Line between a Groove and a Rut looks at the reasons why individuals experience sales slumps and offers guidance as to how to address these shortfalls – even before they occur. The author identifies twenty-one “fine line” indicators that may signal an upcoming sales slump (and what to do about them) plus ten “fine line rules” on how to help sales representatives maintain a selling groove.

The second half of the book focuses on the “eight critical steps” in developing customers and clients and offers insights into how to create a more effective selling style and avoid the “winging it” approach practiced by the unsuccessful. It is packed with numerous examples and role-playing exercises that demonstrate how to establish credibility and trust in the eyes of a potential client, how to introduce products and services that attract people to buy them, and how to easily obtain and effectively use referrals and testimonials.

One of the most fascinating chapters shows readers how to create a mental image of their business when explaining what they do for a living to someone. Another chapter presents a non-confrontational way to “ask for the order” without creating an awkward situation, yet avoiding the dreaded “no decision yet” scenario.

There's a Fine Line between a Groove and a Rut has been written for business owners, sales managers and those who sell professionally. Candidly, even non-sales employees who want to help their companies grow will benefit from reading this book. And especially those who want to inject some selling skills exercises into their sales training sessions will find this book to be a great resource.

It is published by Windsor Media Enterprises and is available on their Website at www.wmebooks.com.