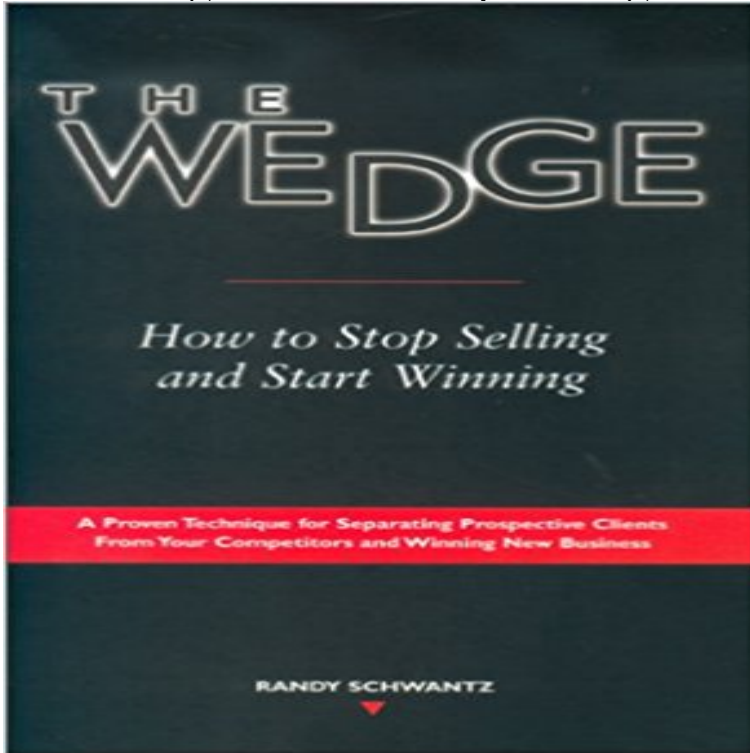


The Wedge: How to Stop Selling and Start Winning



The Wedge offers a powerful, proven technique to distinguish you from the incumbent agent and help you win new business. You will dramatically increase your win ratio and add satisfied clients to your book of business by researching a potential client, building rapport, and discovering the clients inner dissatisfaction in the current relationship. Learn Why Traditional Selling Doesn't Work Learn What You Need To Know To Win Rapport, Discovery, Differentiation The Six Steps of The Wedge Wedge Scripting Aids and More! Randy Schwantz's The Wedge strips away the theoretical and packs in the most practical sales techniques to come along in the last ten years. If a salesperson is not Driving the Wedge, they're just spinning their wheels! Richard F. Yadon, Jr. Director of Sales Willis Corroon Corporation of Kansas After reading The Wedge, and applying its principles to my sales presentations, I landed a rather large account that I know a competitor was also avidly pursuing. That alone makes the investment in this book worthwhile. kemspeaks Amazon.com online reviewer Phoenixville, PA Randy Schwantz is President & CEO of The Wedge Group, a sales training and consulting firm headquartered near Dallas, Texas. He is in the business of helping agencies, carriers and other companies accelerate their profitable growth by integrating their sales people, support staff and executive leadership into a high-performance team.

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