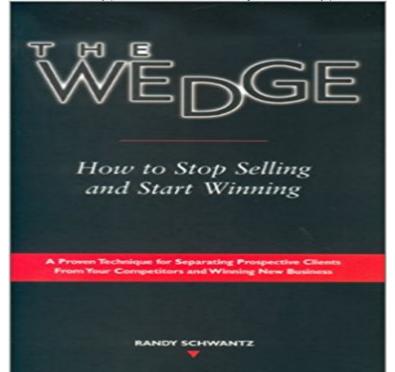
The Wedge: How to Stop Selling and Start Winning



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. Why Traditional Selling Doesnt Work Learn What You Need To Know Win To Rapport, Discovery, Differentiation Six Steps of The Wedge Wedge Scripting Aids and More! Randy Schwantz s The Wedge strips away the theoretical and packs in most practical techniques to come along in the last ten years. If a salesperson is not Driving the Wedge, they re spinning their wheels! iust Richard F. Yadon, Jr. Director of Sales Willis Corroon Corporation After reading The of Kansas Wedge, and applying 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 Randv 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 profitable growth by integrating their sales people, support staff and executive leadership into a high-performance team.

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