



# Shift!: Harness The Trigger Events That Turn Prospects Into Customers

*Craig Elias, Tibor Shanto*

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There is a silver bullet in sales - when you get to highly motivated decision makers at EXACTLY the right time: after they experience a 'Trigger Event' BUT (or AND) before they call your competition. When you have the right timing the sale almost happens by itself- There are few challenges getting to the prospect, understanding their dissatisfaction, presenting a solution, or closing the sale. By luck or sheer numbers you've had timing happen before, "... simple but profound truths that will help you leverage intent for immediate action and cut down the selling cycle, while creating lasting bonds with customers." -Stephen M.R. Covey, author of the New York Times and #1 Wall Street Journal bestseller *The Speed of Trust* "... an entirely new perspective on things that are hiding in plain sight for all sales professionals. Well done!" - Kevin Fancey, Senior Vice President of Sales, Ricoh Canada Inc "By combining the power of relationships with timing - what Elias and Shanto call "Trigger Events" - the authors present a powerful sales strategy..." - Keith Ferrazzi, #1 NYT Bestselling author of *Who's Got Your Back* and *Never Eat Alone* "Elias and Shanto have brought referrals into the 21st Century, showing you how to ... capitalize on the key moments that will bring you success in a busy, fast-paced world. This is a must read!" -Ivan Misner, NY Times Bestselling author and Founder of BNI and the Referral Institute

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Now a day folks who Living in the era exactly where everything reachable by interact with the internet and the resources inside can be true or not need people to be aware of each data they get. How individuals to be smart in receiving any information nowadays? Of course the reply is reading a book. Reading through a book can help persons out of this uncertainty Information specially this Shift!: Harness The Trigger Events That Turn Prospects Into Customers book because book offers you rich information and knowledge. Of course the knowledge in this book hundred pct guarantees there is no doubt in it you know.

#### **Louis Trent:**

People live in this new time of lifestyle always try and and must have the free time or they will get lots of stress from both day to day life and work. So , if we ask do people have spare time, we will say absolutely indeed. People is human not really a robot. Then we consult again, what kind of activity do you have when the spare time coming to an individual of course your answer may unlimited right. Then do you try this one, reading publications. It can be your alternative with spending your spare time, the actual book you have read will be Shift!: Harness The Trigger Events That Turn Prospects Into Customers.

#### **Susan Gaier:**

Playing with family within a park, coming to see the sea world or hanging out with friends is thing that usually you could have done when you have spare time, subsequently why you don't try issue that really opposite from that. One particular activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Shift!: Harness The Trigger Events That Turn Prospects Into Customers, you may enjoy both. It is very good combination right, you still need to miss it? What kind of hang-out type is it? Oh seriously its mind hangout people. What? Still don't buy it, oh come on its known as reading friends.

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