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## **Technology-Assisted Selling Increases Sales Success**

### ***New selling strategies spell difference between success and disaster***

**December 2006** — Many sales people don't understand how to apply CRM (Customer Relationship Management) technology to their daily selling activities. Most CRM products don't easily relate to how sales people sell nor do they model their existing sales processes. To make matters even more challenging, many sales people are lacking basic selling skills; such as cold calling, listening, negotiating, handling objections, and closing. These three key elements; sales processes, selling skills and CRM technology, need to converge to make sales organizations and individuals more successful. CyberSelling provides the knowledge and practical advice to enable the convergence of:

- 1. Sales Processes**
- 2. Selling Skills**
- 3. CRM Technology**

In Russ Lombardo's new book, "**CyberSelling – Using CRM Technology to Help You Sell**", these 3 key ingredients are explored in great detail using examples, diagrams and sales training techniques. "Sales people have a tough enough time trying to sell. But when they don't have a process, or lack certain selling skills, or especially don't use technology to help manage their selling activities, they are digging a hole for themselves," says Lombardo. A Sales and CRM Consultant, Speaker, Trainer, Writer and Radio Show Host, Lombardo uses over 30-years of field-proven experience and techniques to train sales managers, sales professionals and business owners on how to improve their sales results.

**CyberSelling** highlights the **PEAK Sales Process™** as the methodology used to organize the many activities that sales professionals are faced with to effectively acquire new, and retain existing, customers in order to succeed. **CyberSelling** uses numerous, invaluable techniques to teach the four stages of this process using the acronym **P.E.A.K.** to define each stage:

**P – Prospect:** The sales activities included in this stage include Cold Calling and making the initial contact with a prospect.

**E – Engage:** This stage includes Qualifying the prospect by asking the right questions, and the right kind of questions, and using excellent listening skills to Engage them in the sales cycle.

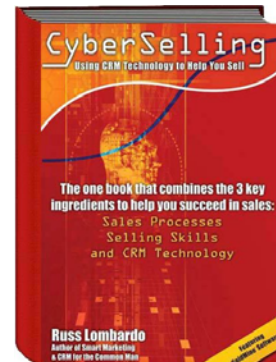
**A – Acquire:** In this stage, the sales person presents the right Solution, handles Objections, Negotiates and ultimately Closes the sale to Acquire them as a customer.

**K – Keep:** This final stage is actually the beginning of a relationship for life. By providing good Customer Service and Support the sales professional will keep the customer for future business by providing a long-term relationship that benefits all parties.

**CyberSelling** not only instructs the reader on how to create a successful sales process while teaching them the selling skills required to successfully execute each stage of the sales process, but also how to use CRM technology (using GoldMine® as the sample CRM tool) to help manage the entire sales process and keep track of all the activities needed to handle the sale effectively and efficiently, from cold calling to closing. The sales professional will learn to shorten their sales cycle, increase sales, and acquire and retain more satisfied customers. The sales manager will develop the skills of his sales team, obtain more accurate sales data, and create a world-class sales organization.

**CyberSelling** (374-pages) is a how-to guide that offers fresh insights and practical help to any sales professional, sales manager and business owner who wants to achieve success in selling and sales.

**CyberSelling** (ISBN: 0-9728263-2-7) is available for **\$24.95** US, plus s&h (or **\$19.95** for the eBook version) from PEAK Sales Consulting, LLC, To order, email [orders@peaksalesconsulting.com](mailto:orders@peaksalesconsulting.com) or order on-line at [www.CyberSellingBook.com](http://www.CyberSellingBook.com) or [www.Amazon.com](http://www.Amazon.com).



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### **Author Russ Lombardo is Available for Interviews and Shows**

Media Review Copies (Hard Copy and/or eBook) and Author Photo available upon request.

Press can visit: <http://www.CyberSellingBook.com/Press.htm>

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### **About PEAK Sales Consulting, LLC**

Russ Lombardo, President and Owner of PEAK Sales Consulting, LLC ([www.peaksalesconsulting.com](http://www.peaksalesconsulting.com)), a sales consultancy located in Las Vegas, NV, is an experienced Sales and CRM consultant, speaker, trainer, author and radio show host. Russ works with business owners, sales executives and professionals who want to increase their sales results by acquiring new customers and retaining existing ones. He consults with large and small businesses in a broad range of industries. As a speaker, Russ presents sales training seminars and customer retention workshops as well as keynote and conference speeches to dozens of audiences every year. He is author of *CyberSelling*, *CRM for the Common Man*, and *Smart Marketing* and host of *Sales Talk Radio*. Russ' goal is to help organizations increase their revenue and success by developing world-class sales organizations and outrageously loyal customers. He can be reached at [russ@peaksalesconsulting.com](mailto:russ@peaksalesconsulting.com).