

FOR IMMEDIATE RELEASE

**Learn Battle Tested Techniques that Top Sales Professionals Use to “Beef Up”
their Anemic Sales Pipelines and Win More Sales Faster.**

LOS ANGELES, CA – April 2, 2018 - Lacking the right quantity and quality of prospects for your sales pipeline? Finally, a new book on prospecting that provides a much-needed framework AND process for fixing the problems associated with not having enough qualified prospects in the funnel. This guide helps sales professionals and sales leaders alike discover the strategies, tools and techniques that transform them into relentless prospecting machines.

In THE PLAYBOOK: On Fixing Anemic Sales Funnels, Volume 1: Prospecting, (\$21:50, Surrogate Press, April 2018), author Christopher Bass taps his twenty years of field-tested sales expertise and compiles a comprehensive guide on how to build a sales pipeline “ripe” with qualified prospects. This detailed, step-by-step playbook includes valuable information on understanding the two major approaches to generating qualified prospects, developing the skills to effectively execute the four critical steps to generating these prospects, identifying the right communication channel mix that gives the best ROI, plus tons of other valuable tips on how to become not just good at prospecting but great.

This much-needed playbook doesn’t just explain how lead generation is critical to the success of sales, it provides enormous details on the art and science of the two types of prospecting; why sales reps don’t prospect and how to overcome this crippling tendency. *In THE PLAYBOOK*, Christopher:

- outlines the what of each critical step
- emphasis not just the benefits of each step but also the inherent challenges
- and provides very practical, and easy to apply yet highly effective tips for leveraging each critical step in the quest to generate a “bottomless” sales funnel

“Whenever I speak to, train or coach sales professionals, I am always surprised at just how little prospecting they do;” say Christopher. “Yet, these same sales reps constantly complain about not having enough of the right prospects in their pipeline. Consequently, these reps don’t win enough business and the company’s sales take a tremendous hit. When I ask the reps why they don’t prospect more, the answers vary from prospecting being too hard, to prospecting not really working anymore in the age of inbound marketing, to how they just don’t know how to prospect effectively. Thus, I wrote this book as a practical guide that when studied and applied, will result in a much richer, fuller sales pipeline and ultimately winning more sales. Which in the end, equals more commissions in the rep’s pocket”

Christopher Bass is a peak sales performance expert with more than twenty years of experience in every possible facet of sales. He speaks, writes, trains, and coaches companies and sales professionals on how to overcome the biggest challenges associated with generating qualified prospects and winning more sales.

THE PLAYBOOK: On Fixing Anemic Sales Funnels, Volume 1: Prospecting, (\$21:50 Surrogate Press, April 2018 6 x 9 paperback ISBN: 978-1-947459-14-4) is available on Amazon and wherever books are sold.

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