

What Others are Saying!

When Christopher Bass teaches, you want more. His direct, no-nonsense style engages my thinking in a way I rarely encounter. You will absorb the plethora of insights ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** has to offer, from start to finish. Definitely a must read for anyone in lead generation and sales!

Adrian Harper – CEO, Cloud 77

I'm truly impressed with Christopher Bass's ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting***. This book is a very easy read, filled with vital information that inspired me to not only keep reading, but to implement Christopher's methods IMMEDIATELY.

I would definitely include ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** as one of my top ten favorite books. I will refer this book to my business associates as a MUST read!

Rhonda Gregory Brent – Business Owner

Although I am new to sales, I think ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** gives very practical instruction. It is easy to understand, but at the same time supplies readers with insight into other advice from experts in this field.

Betty Romero – NBC Universal

What I like most about ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** is Christopher Bass's simple-to-understand approach that anyone can apply. This is valuable information.

Saffouh Dabboussi – Dabboussi Insurance Services, Inc.

Wow! I want more! Christopher Bass's ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** is very interesting and thought provoking, invigorating the reader (sales person) to be better. I have attended Christopher's valuable workshops and from those I could not have expected anything less in his book. ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** will definitely enhance your career as salesperson.

Aurora Ramirez – Pre-Need counselor- Dignity Memorial

Absolutely spot on! I have read a number of books on sales over my fifteen-year career, and I can say Christopher Bass's ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** hits home on many points. No matter if you are new to sales or have been in sales for a while, this is a must read for anyone looking to substantially drive more top line revenue.

Clay Warren – VP Sales, Data Pipeline, Inc.

In an industry that is considered one of the toughest and has a high early burn-out rate, there is a reason Christopher Bass has over twenty years of experience in sales, and has become an expert and highly sought-after sales trainer. Get ready to do some highlighting and underlining as Christopher Bass walks you through his tested and proven steps that take anyone from nurturing prospects to closing a deal. Whether you are new to sales and need to absorb all you can, or you are a seasoned professional reading this material for a brush-up, there is something here for everyone. You will learn how to define your target (what works, and what doesn't), how to open doors and move through the process, timing, words to use, who to talk to, and how to navigate your own and your prospects' pain points. But most importantly, if you replicate the guidance in Christopher's book, you WILL close more sales.

Gabriella Sande Waterman – Owner, GSW Financial Partners

In ***The Playbook on Fixing Anemic Sales Pipelines, Volume 1: Prospecting*** I really like how Christopher Bass deconstructs the sales process and focuses on lead generation and prospecting. Coming from a professional sales background myself, I appreciate how Christopher breaks lead generation and sales down into parts and then speaks to each part, making his process a great tool for sales teams, as well as entrepreneurs. Christopher's book is to sales what a blueprint is for an architect.

Patti Smith – Innovative Coaching, LLC