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Connect: The Secret LinkedIn Playbook To Generate Leads, Build Relationships, And Dramatically Increase Your Sales (English Edition)

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CONNECT

Par Josh Turner

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Description :

Prsentation de l'diteurWall Street Journal BestsellerHow many times have you heard someone say, "its not what you know, its who you know"?We all know the importance of relationships in creating and growing a

business, and yet most of us don't know exactly what to do about it. We go to networking events, meet associates for coffee, or maybe even email prospective clients, but it's never quite enough. The challenge that faces us, and the problem with these activities, is that they don't scale. The number of people you need to meet in order to advance your business, build your influence, and fill the top of your sales funnel is simply too many to handle. This book contains the solution. In *Connect*, Josh Turner lays out a step-by-step process to meet and connect with the people that matter to your business at scale. The techniques contained in these pages will teach you to use new tools and marketing channels to build relationships without being confined by time.

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Biographie de l'auteur Josh Turner is the founder of Linked Selling, a B2B marketing firm specializing in fully outsourced LinkedIn lead generation campaigns. They represent clients (like Neil Patel and Microsoft, to name a couple) in the US, Canada, UK, Asia, and Australia, in a wide variety of industries. Josh's company also operates LinkedUniversity.com, an online training program for LinkedIn marketing. He is considered one of the leading experts in the world when it comes to growing your business using LinkedIn.