



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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