ONE PAGE SUMMARY OF BOOK PROPOSAL AND AUTHOR

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MAKING SALES CHAMPIONS THE SEVEN-UTILITY WAY

Learning How to Get Through to Decision Makers and Land the Order in Record Time . . . with Integrity

A Book Proposal by
Jason Mass

Jason, founder and CEO of Seven Utility, packs his book with tips and techniques that will energize your sales force and get them up and running in record time and with record results.

For example, a recent intern, upon completing Jason's sales training course, sold two large clients her first month out of the gate, and bought herself a new car. Stories like this abound at Seven – Utility, a company of motivated, hard-charging and smart employees.

In another example, and in Jason's own words, " . . . by the end of the one week in training, our trainees brought in four new clients . . . in ONE WEEK. All recorded, LIVE. It was exciting. The trainees couldn't believe how effective the sales training was."

Things About Jason You Should Know

☺ Entrepreneur whose techniques have grown his firm over fourteen years into a national leader in natural gas, electricity, and telecom procurement and management.

☺ Nominated to serve as the chairman of consumer advocacy for industrial and commercial energy customers with the National Energy Marketers Association.

☺ A highly sought after speaker and educator who has addressed college, industry, conventions, and corporate marketing teams. He has spoken on various topics including classic economic theory, sales excellence, procurement, and entrepreneurship.

☺ Graduated cum laude from Hillsdale College, a top ranked conservative liberal arts college in the Judeo-Christian heritage, known for its independence and free market thinking, with a dual degree in economics (classical economic theory) and business administration/finance.

What's Different About This Book Than Others on the Market?

- It's filled with *actual* examples of recorded sales calls between Seven – Utility sales people and their potential customers.
- Jason walks you through the sales process, step-by-step, and demonstrates how to get past gatekeepers, how to handle potential sales problems, and how to overcome sales resistance. All of it from LIVE recordings.
- His enthusiasm is infectious. He knows how to fire-up a sales team and motivate them to succeed. And he can do the same for readers who are anxious to improve their sales techniques.
- Above all, his techniques WORK. So many other books on the market that focus on sales training read as if they were written in academia far from the firing line.