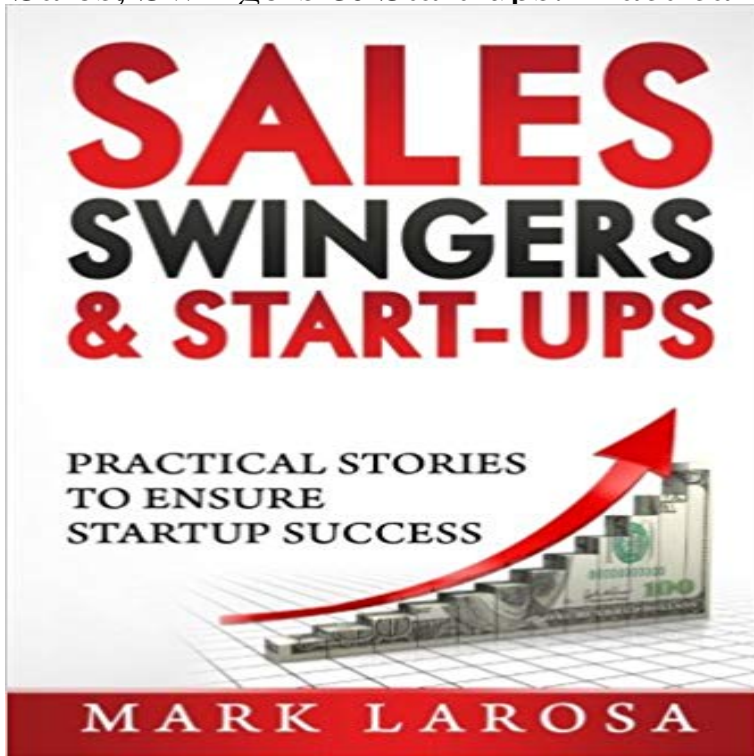


Sales, Swingers & Start-ups: Practical Stories to Ensure Start-up Success



There has never been a better time to launch a start-up. But its not enough to just have an idea, passion, drive, ambition, or guts. You need people to pay you - and in order to do that you need sales. Sales for a start-up is a very different process than at an established company with an established product. Often entrepreneurs have never been sales people and therefore dont know how to run the sales process, and many sales people dont know how to be effective in sales without an established process. Too many start-ups fail despite having a great product that people want. They fail because the sales staff and the entrepreneurs cant make it happen - and often that is just a basic failure in thinking about startup sales the right way. This book explores all the aspects of launching and growing sales in a start-up with practical real-life stories from an expert who has lived it many times over. Salespeople and entrepreneurs will find that by following and reflecting on the advice within these pages, that they will more easily find success in sales.

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