



# Changing the Sales Conversation: Connect, Collaborate, and Close: Connect, Collaborate, and Close

*Linda Richardson*

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**Changing the Sales Conversation: Connect, Collaborate, and Close: Connect, Collaborate, and Close**  
Linda Richardson

**The proven new sales strategy from *New York Times* bestselling author Linda Richardson**

**Learn how to create better, more effective dialogs with customers in today's hyper digital world**

In this era of iPads, iPhones, and apps, sales communications may be growing, but sales conversations are dying--and so are too many sales. *The New Sales Conversation* helps you use new links and technologies without losing the very reason for making a connection in the first place--a chance to exchange the winning words that lead to a successful close and a loyal customer.

Richardson Provides five easy-to-remember keys to bringing value to customers: Futuring (Predictive Preparation), Heat-mapping (New and Emerging Needs), Value-tracking (Proof of Solution), Phasing (Verifiable Outcomes), and Linking (Emotional Connection)

**Linda Richardson** is the founder and Executive Chairwoman of Richardson, a global sales training business. She teaches sales and management courses at the Wharton Graduate School of the University of Pennsylvania and the Wharton Executive Development Center.

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