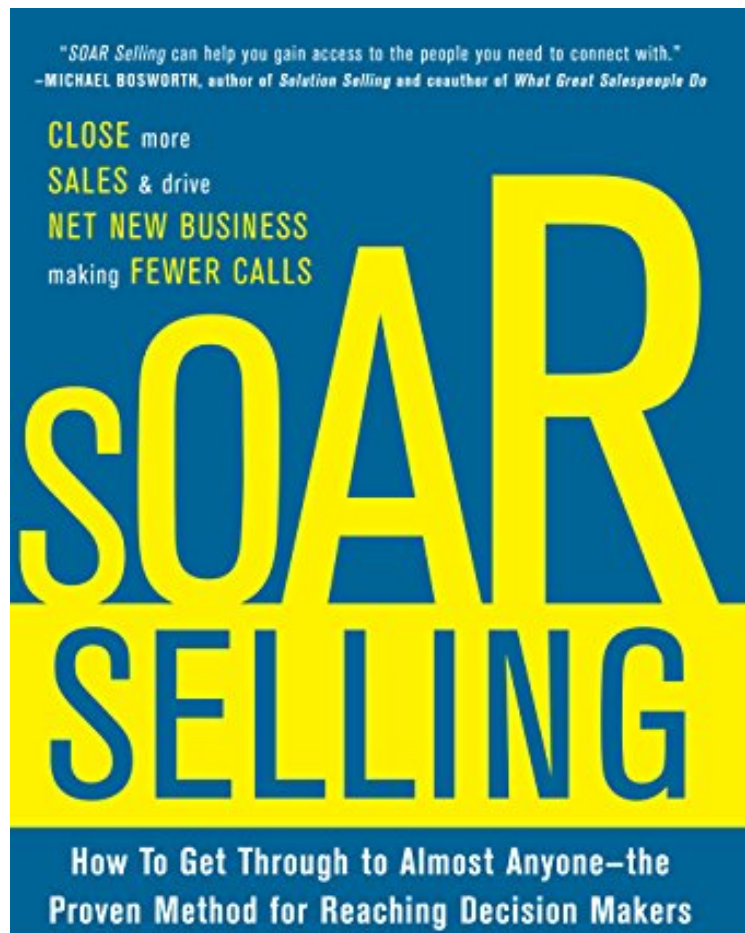


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## SOAR Selling: How To Get Through to Almost Anyone;the Proven Method for Reaching Decision Makers

David Hibbard, Marhnelle Hibbard

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DAVID and MARHNELLE HIBBARD

Cofounders of Dialexis, Inc.

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David Hibbard, Marhnelle Hibbard : SOAR Selling: How To Get Through to Almost Anyone;the Proven Method for Reaching Decision Makers before purchasing it in order to gage whether or not it would be worth my time, and all praised SOAR Selling: How To Get Through to Almost Anyone;the Proven Method for Reaching Decision Makers:

1 of 1 people found the following review helpful. Who's calling?By T. RizzardiExcellent read if you make calls to set sales appointments. The instructions are simple and effective. Worth the price of the book no doubt.I only took off one

star because he explains a bit too much on why you should do this. I only need one or two pages of that. Give me every angle on the how, because that's the value of the book. End result is you will get through to the decision maker more often. Great strategy Dave, thanks!

3 of 3 people found the following review helpful. Amazing People--Amazing Book--Amazing Results By Donald G. Riling I participated in one of David Hibbard's seminars in San Diego, through Vistage International. You know that when the world's largest CEO organization hires him every semester- he's the best. David is one of the best communicators I've ever heard. No wonder so many Fortune 500 companies hire him! (dialexis.com) My only frustration was that when I returned home, I'd forgotten some of the points he taught (despite copious notes). When I found out the SOAR book was being published I gave a great shout--and pre-ordered it immediately. True to form- Dave and Marhnelle have captured the essence of the seminar to allow anyone to learn these simple tools. It's not rocket-science- and it works! So much of selling feels like manipulation and force. SOAR teaches you how to treat people with dignity, while getting through to the decisions makers in any field or industry. I HIGHLY RECOMMEND THIS BOOK TO EVERY C-LEVEL LEADER- it applies to managers, division heads, and sales teams. FIVE STARS!

Don Riling Riling Leadership Resources 8 of 9 people found the following review helpful. The "How to Get in" Manual for Salespeople By Robert Terson A number of weeks ago I had the pleasure of talking to David Hibbard, co-author of "SOAR Selling: How to Get Through to Almost Anyone--the Proven Method for Reaching Decision Makers." Hibbard is a partner of Dialexis, Inc., a sales/leadership development company that focuses on how to make contact with decision makers and high influencers. He calls his program SOAR, which is an acronym for "surge of accelerating revenue." The program is a telephone-based approach with appropriate ethics as its foundation. Hibbard and I agreed to read and review each other's books. On Wednesday February 6th, I was having a breakfast-coaching session with a dynamic man who, when I asked him what his biggest sales challenge is, told me that "getting in" was his greatest difficulty. Once in, he had a closing percentage second to none in his company, but he struggled to get enough appointments to present his terrific banking program. Sound familiar? Is that your problem, too? Among a number of things I suggested to this individual was to immediately order and read "SOAR Selling," which I had just finished reading. I did that because "SOAR Selling" was specifically written to help salespeople overcome that particular issue--getting in--and in my humble opinion, it does a terrific job of accomplishing its mission, better and more concise than anything else I've ever read on the subject. In fact, after I had read the first eight chapters, I called Hibbard and told him that. I also told him that I thought we both had written about a number of the same topics, but in a different manner; he agreed. There wasn't one chapter out of the 12 that bored me, but the chapters that really grabbed me were Chapter 3 Mindset: Its Connection to Call Reluctance and Top Performance; Chapter 5 Understanding the Receptionist: The NIZ Zone; Chapter 6 Ride the Bull: Get to the Power Zone; Chapter 7 The Critical Value Statement; and Chapter 8 Understanding the Behavior of Your Prospects and Clients. I want you to pay particular attention to creating your own powerful value statement. It's going to make all the difference in the world for you! If you want to learn how to "get in" the way the masters do it, then this is the book for you.

**A BREAKTHROUGH FORMULA FOR REACHING TOP DECISION MAKERS AND INFLUENCERS** "SOAR Selling is a mission-critical tool for building lasting, profitable relationships. David and Marhnelle go far beyond defining a sales process by rolling up their sleeves to share their secret about what you absolutely must do to get in anywhere." -- Marcus Buckingham, New York Times bestselling author, researcher, motivational speaker, and business consultant "SOAR Selling is essential for any professional organization committed to sales excellence that delivers a superior customer experience." -- Mel Parker, Vice President and General Manager North America, Dell Consumer "SOAR's integrity and efficacy not only help overcome cold-call-phobia; SOAR turns anyone who's motivated to sell into a cold-call-master. SOAR's proven and effective way 'to get through' has achieved unmatched results for Vistage Chairs who are determined to reach and convert CEOs and other executives to Vistage membership. SOAR tips and tools have really propelled our business to SOAR." -- Rafael Pastor, Chairman of the Board and CEO, Vistage International "SOAR Selling teaches salespeople a measurable calling strategy and process that can dramatically improve their ability to reduce their call volume and increase the number of appointments." -- Gerhard Gschwandtner, Publisher, Selling Power "When it comes to driving net new business, SOAR has been at the forefront of the Berlin Company strategy because it works!" -- Andrew T. Berlin, Chairman and CEO, Berlin Packaging, and Limited Partner, Chicago White Sox From the cofounders of the international sales training company, Dialexis, Inc. comes the groundbreaking method for the biggest challenges of every salesperson: getting through to almost anyone, and reaching top decision makers and high influencers. It's time to stop wasting valuable time using the by-the-numbers-plus-luck method--a grueling process that causes attrition and unethical dialing. SOAR Selling presents a solution to this critical problem by revealing by a proven way for any salesperson to make fewer calls, reach more decision makers, and, most important, get more appointments. The authors have tested the SOAR (Surge of Accelerating Revenue) Selling formula on thousands of live sales calls throughout key global markets. The results are staggering. According to the authors' client research, SOAR is astonishingly effective. SOAR provides a combination contact rate with decision makers and influencers of up to 90% on every net dial to a new prospect. Organizations have experienced 200% to 2000% ROI in just 12 weeks from program completion. The mindset component utilized

during SOAR enables the individual to be open to a new way of driving net new business. The coaching segment ensures the program consistently demonstrates revenue surge and ROI. SOAR Selling is the best practice for reaching decision makers. Its secret is simple; its approach is based in the mechanics and psychology of call execution with a foundation of a powerful mindset shift. The authors' research reveals that with SOAR, a salesperson can make 12 net dials and reach a combination of 10 top-level decision makers and influencers!

About the Author MARHNELLE and DAVID HIBBARD are cofounders of Dialexis. Prior to this, David spent 18 years in the commercial real estate industry. Marhnelle began her professional career as one of the few women in commercial real estate brokerage and commercial real estate development. Their clients include Cisco, Los Angeles Angels of Anaheim, Xerox, IBM, ATT, Berlin Packaging, Oracle Dell, Vistage, and many more.