



The Must-React System: User's Guide to Prospecting C-Suite Executives

By Kraig Kleeman

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Every company that wants to continue growth needs their sales team to be proficient in finding and closing net-new opportunities. But, unfortunately, most sales persons are not good at gaining new business, much less performing even the most basic prospecting practices. There are a multitude of reasons for this phenomenon. But the biggest reason is that sales professionals are untrained in vital cold-calling techniques. Especially in the realm of cold-calling and prospecting. Further, there is a culture of sales resistance that exists, and few sales professionals are equipped to penetrate it. The Must-React System is written help all sales professionals master the art of persuasion, and especially in the important area of cold-calling, prospecting, sales pipeline development.

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Editorial Review

About the Author

Kraig Kleeman has overseen more than 1,000,000 cold-call presentations in his career. He developed The Must-React System that equips sales professionals to achieve cold-calling mastery. Mr. Kleeman's knowledge and expertise includes 20 plus years experience in sales & business development. His primary areas of core development are cold calling and sales pipeline development strategies. He was founder and CEO of Express Direct. Under his leadership, Express Direct grew from \$0 to \$20MM in sales in less than four years. The growth of Express Direct was directly related to the sales efficiencies and methodologies that he developed at that time. After the successful sale of Express Direct to a west coast technology firm, Mr. Kleeman was retained by various corporations for assistance with lead generation programs, sales team assessment / development support, and sales pipeline expansion consulting.

Users Review

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