

B2B Sales Secrets

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2026-06

Synopsis

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inLanguage	english

B2B Sales Secrets is a step-by-step guide that turns your walls and roadblocks into doors filled with opportunities. Whether you're a business leader, entrepreneur, or a sales professional, if you're selling to other businesses, there are a few methods that work, and there are many methods that don't. Unfortunately, most companies train salespeople on the methods that no longer work:

- Making 100 more calls will not guarantee more appointments
- Showing up with brochures will not build rapport
- Blabbing about your company's history will not gain trust
- Using tie-downs to secure meeting will anger your clients
- ABC method is outdated and will get you kicked out
- Feel, Felt, Found, is a script that's missing authenticity

In reality, the game has changed, the buyers have changed, yet the way we sold 20 years ago is still being taught in many organizations. *B2B Sales Secrets* will help you manage your time to maximize your earning potential. It will teach you how to become a magnet for new business and show you how to sell more of your products and services so you can create a better life for yourself.

As Ralph Waldo Emerson once said: "This time, like all times, is a very good one, if we but know what to do with it." Many people aren't succeeding because they simply don't know what to do next. This book is your guide which lays out the secrets to the success principles of achieving sales greatness in a B2B environment.

Eric Konovalov is the founder of The Goal Guide, a sales leader, coach, and trainer in the B2B sector. Having lead sales teams for multiple companies, including Xerox, Konovalov draws on his experiences of failures and successes to help other B2B sales professionals easily earn six figures and above.

Reader's comments

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