



# The Wedge: How to Stop Selling and Start Winning

By Randy Schwantz

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## **The Wedge: How to Stop Selling and Start Winning** By Randy Schwantz

The Wedge offers a powerful, proven technique to distinguish you from the incumbent agent and help you win new business. You will dramatically increase your "win ratio" and add satisfied clients to your book of business by researching a potential client, building rapport, and discovering the client's inner dissatisfaction in the current relationship.

Learn Why Traditional Selling Doesn't Work

Learn What You Need To Know To Win Rapport, Discovery, Differentiation

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and More!

Randy Schwantz's The Wedge strips away the theoretical and packs in the most practical sales techniques to come along in the last ten years. If a salesperson is not Driving the Wedge, they're just spinning their wheels!

Richard F. Yadon, Jr.

Director of Sales

Willis Corroon Corporation of Kansas

After reading The Wedge, and applying its principles to my sales presentations, I landed a rather large account that I know a competitor was also avidly pursuing. That alone makes the investment in this book worthwhile.

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Randy Schwantz is President & CEO of The Wedge Group, a sales training and consulting firm headquartered near Dallas, Texas. He is in the business of helping agencies, carriers and other companies accelerate their profitable growth by integrating their sales people, support staff and executive leadership into a high-performance team.

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## **The Wedge: How to Stop Selling and Start Winning** By Randy Schwantz Bibliography

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