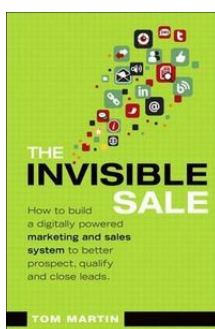


THE INVISIBLE SALE: HOW TO BUILD A DIGITALLY POWERED MARKETING AND SALES SYSTEM TO BETTER PROSPECT, QUALIFY AND CLOSE LEADS

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The first half almost made me stop reading. But with promise that the second half was more actionable stuff I stuck through it. It's a great book for people who are new to the content marketing and selling game. Using your natural skills and knowledge to lower your need for prospecting cold calling and old