

**“The most important lever for sustainable sales success? Systems, systems, systems. Only the right habits turn fair-weather sellers into all-time sellers.”**

**Steffen Ritter**

Many businesspeople and salespeople leave their offices at the end of the day without a valuable, measurable, and presentable sales outcome. It's easy to see why: With distractions flowing from all directions, businesses and salespeople need to focus on what matters to achieve results. After all, successful selling is a lot like skiing-while the layperson uses force, the professional relies on technique.

Steffen Ritter, one of Germany's leading consultants for sellers and agents, explains how you can join top performers in this energy-efficient guide to automating the sales process to boost revenue.

Learn how to:

- create new habits to make sales easier;
- contact customers systematically;
- provide the right customers with the right service;
- and create value for customers on a continuous basis.

By taking a tour highlighting how salespeople, employees, and customers think, you'll be equipped to change your thinking to forge stronger and more profitable connections with prospects. In our modern world, automated methods provide a reliable basis for successful, sustainable sales. It is time for you to fully realize that selling can be smooth and easy. Sales can be automated!

## Contents:

### Prologue: My premiere with Starbucks

#### 1. Life at the selling front – thoughts and reports

The good old days  
Heading home  
Office work isn't easy either!

#### 2. The non-systematic approach to working with customers

Salesperson gone means customers gone  
Help! I am stagnating  
The end of the conditional

#### 3. A systematic approach to working with customers

##### Part A – The preconditions

Secret: a systematic approach  
Who exactly is your customer?  
Do you provide the right customers with the right service?

Preparation: class A, class B, and class C customers

##### Part B – Lead generation and customer acquisition

How systematically do others become aware of you?  
How systematically do others campaign for you?

How systematically do you convert potentials into customers?

How systematically do you contact your customers by letter?

##### Part C – Servicing and developing

How systematically do you categorize your customers?  
How systematically do your class C customers generate profit?

How systematically do you service your class A customers?

How systematically do you develop your potential customers?

How systematically do you follow up?

How systematically do you continue to create value for your customers?

##### Part D – Customer loyalty and recommendation

How systematically do your customers recommend you to others?

How systematically do you offer extras to your customers?

How systematically do you deal with customer defection?

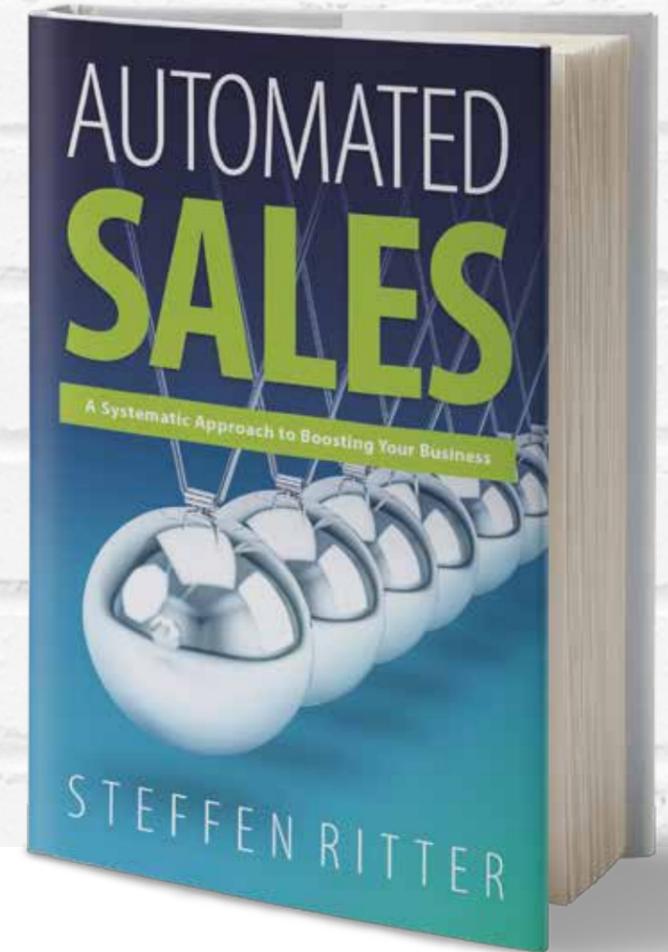
#### 4. How to create new habits

How standard practices make your work and life easier

It's the "what" rather than the "how":

standardizing the right things

Moving from unconscious to conscious quality



Steffen Ritter  
**Automated Sales**  
A Systematic Approach To  
Boosting Your Business  
156 pages, Paperback

## Reviews:

*“If anyone knows how to sell with system, it's Steffen Ritter. His new book is a standard work, when it comes to creating automated systems in sales and to avoid the principle of hope in sales. A highly recommended reading.”*

**Martin Limbeck**

*“Easy to read, easy to implement. Score.”*

**Management Journal**

*“Selling as a sure-fire success by Steffen Ritter is much more than just a book about sales.”*

**Wissen+Karriere**



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**Steffen Ritter** is one of the best-known speakers on business and sales topics in the German-speaking world. He is considered Germany's leading consultant for financial service providers, insurers, sellers, and agents. For more than two decades he has been an advocate and promoter of professionalizing sales activities. He has launched several well-renowned awards. Steffen Ritter is himself a passionate entrepreneur. Since 1992, Steffen Ritter has been managing director and mastermind of the consulting and training firm “Institut Ritter”, which leads entrepreneurs, managers, and salespeople to sustainably and measurably higher results and more turnovers.