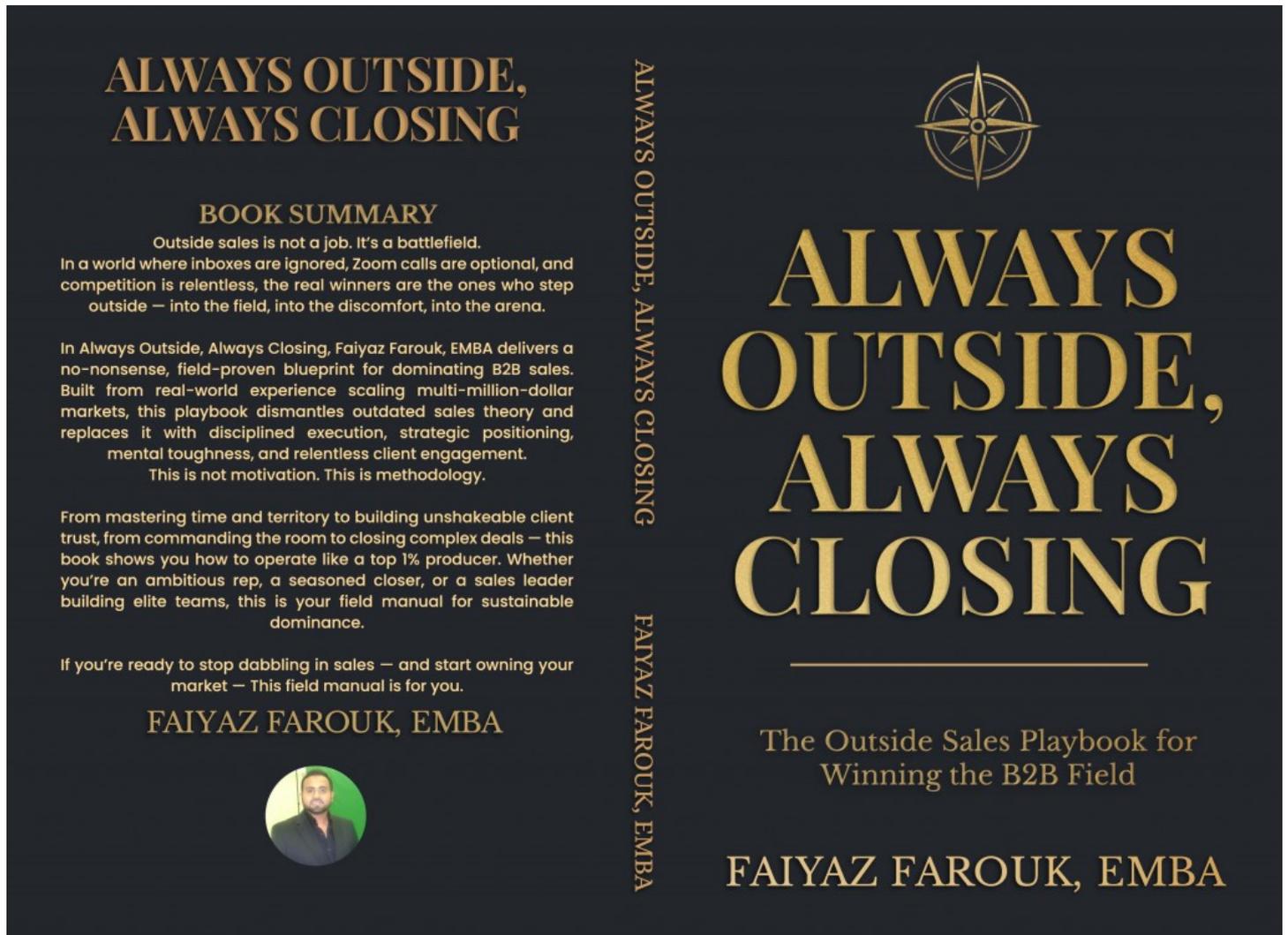


## Faiyaz Farouk’s field manual for outside sales challenges norms, and delivers a system that drives real, revenue growth!



**ALWAYS OUTSIDE,  
ALWAYS CLOSING**

**BOOK SUMMARY**

Outside sales is not a job. It’s a battlefield.  
In a world where inboxes are ignored, Zoom calls are optional, and competition is relentless, the real winners are the ones who step outside — into the field, into the discomfort, into the arena.

In *Always Outside, Always Closing*, Faiyaz Farouk, EMBA delivers a no-nonsense, field-proven blueprint for dominating B2B sales. Built from real-world experience scaling multi-million-dollar markets, this playbook dismantles outdated sales theory and replaces it with disciplined execution, strategic positioning, mental toughness, and relentless client engagement.  
This is not motivation. This is methodology.

From mastering time and territory to building unshakeable client trust, from commanding the room to closing complex deals — this book shows you how to operate like a top 1% producer. Whether you’re an ambitious rep, a seasoned closer, or a sales leader building elite teams, this is your field manual for sustainable dominance.

If you’re ready to stop dabbling in sales — and start owning your market — This field manual is for you.

**FAIYAZ FAROUK, EMBA**

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The Outside Sales Playbook for  
Winning the B2B Field

**FAIYAZ FAROUK, EMBA**

**Orange, California Mar 30, 2026 ([IssueWire.com](https://www.issuewire.com))** - In an industry flooded with theory, scripts, and recycled advice, a new sales book is making a bold claim: **most sales training doesn’t work in the field—and it never has.**

That’s the premise behind the latest release from [Faiyaz Farouk, EMBA](#), a seasoned outside B2B sales leader who has spent over two decades closing deals, building territories, and training thousands of sales professionals. His new book isn’t another collection of motivational ideas—it’s a **battle-tested operating system for winning in outside sales.**

*“I didn’t write this to inspire people,” said Farouk. “I wrote it because I was tired of watching talented salespeople fail with the wrong playbooks. This is what actually works when you’re out there, face-to-face, trying to win business.”*

## A Direct Challenge to the Sales Industry

While most sales books focus on generic techniques or inside sales environments, Farouk takes aim at a neglected reality: **outside sales is a different game entirely—and requires a different framework.**

This book strips away outdated thinking and replaces it with a clear, execution-driven system built from real-world experience:

- The “**Hunter vs. Farmer**” framework to build and scale revenue strategically
- Ruthless application of the **80/20 rule** to eliminate wasted effort
- Modern goal systems like **OKRs, BHAGs, and 12-week sprints** for measurable growth
- A disciplined approach to **time, focus, and revenue-producing activities**
- Relationship-driven selling through **networking and cross-marketing ecosystems**

Every concept is designed for one purpose: **to produce immediate, measurable results in the field.**

## Not a Book—A Field Manual

What sets this release apart is its structure. Each chapter functions as a working system, combining:

- Practical frameworks
- Real sales stories from the field
- Worksheets that force execution, not just understanding

This is not passive reading. It’s a **hands-on playbook** meant to be used daily—whether in the car between meetings or preparing for the next deal.

## From Activity to Revenue: Closing the Gap

Farouk addresses one of the biggest problems in sales today: **busy professionals who aren’t producing results.**

The book introduces a simple but powerful idea—most salespeople are overwhelmed not because they lack effort, but because they lack focus. By narrowing success down to a few high-impact activities, the framework helps professionals:

- Build stronger pipelines
- Close deals more consistently
- Reclaim time without sacrificing income

*“Sales isn’t about doing more,” Farouk explains. “It’s about doing what actually moves revenue. Most people never learn that.”*

## Built for the Reality of Modern Sales

Despite changes in technology and buyer behavior, the book reinforces a timeless truth: **sales is still about relationships.**

But instead of relying on outdated networking advice, Farouk introduces a more strategic

approach—creating **intentional connections, referral ecosystems, and long-term partnerships** that compound over time.

The result is a system that not only drives revenue but also builds **career longevity and personal freedom**.

### **Who This Book Is For**

This release is positioned as an essential resource for:

- Outside B2B sales professionals
- Sales managers and revenue leaders
- Entrepreneurs responsible for growth

Whether early in their career or stuck at a plateau, readers are given a clear path to **increase commissions, expand territories, and regain control of their performance**.

### **About the Author**

**Faiyaz Farouk, EMBA** is a sales leader, trainer, and practitioner with over 20 years of experience in outside B2B sales. His work has helped thousands of professionals generate measurable results, combining leadership principles with field-tested sales execution.

### **Availability**

The book is now available on [Amazon](#) and other major distribution channels.



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