



How to Sell More, in Less Time, With No Rejection : Using Common Sense Telephone Techniques, Volume 1

Art Sobczak

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If your income and career relies on getting prospects and customers to agree with you by telephone, this book will help you do better, faster, and without that self-defeating rejection that causes so many salespeople to avoid the phone. From generating leads, all the way to closing sales and managing accounts by phone, this 220-page paperback is jammed with proven word-for-word ideas you can use right now to close more sales! Art Sobczak, veteran salesperson, editor of the international TELEPHONE SELLING REPORT sales tips newsletter, and trainer of thousands of professional sales reps shares time-tested, word-for-word ideas you can use right now to take the pain out of using the phone in cold calling, qualifying, managing accounts, negotiating, and selling. Guaranteed. What you won't get is the old-school, hard-sell mumbo-jumbo based on memorized techniques and trickery that no one actually likes to use, and creates resistance anyway. You will get conversational, easy to adapt ideas that are based on common sense psychological principles that always have the customer's best interest in mind. After all, the only way to sell professionally is to help people, not back them into a corner like a caged lion ready to lash back. Here's just a small sample of the hundreds of ideas you'll get in this book: how to avoid asking dumb questions that cause resistance, and how to ask pain-reminding ones that help them think about needing and wanting your product/service instead, tons of word-for-word examples of how you can grab the interest of prospects and customers within the first 15 seconds, drawing them into the conversation, and how to avoid putting them on the defensive, exactly what to say to screeners and on voice mail so you can get to your buyer more quickly, and get valuable information which will help you sell to them, over 25 specific examples of how to question objections to help vaporize them; better yet, specific ways to avoid creating objections!

what to do and say at the end of a call so you've got something more intelligent and action-inducing to say than "So, what do you think?" on the follow-up. You'll get 40 meaty chapters, sectioned into topics such as Planning Your Call, Getting to Decision Makers, Interest Creating Opening Statements, Selling With Questions, Closing for Commitment, Addressing Objections, Prospecting, Self Motivation, Teletips, and more. Order today, and increase sales!

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