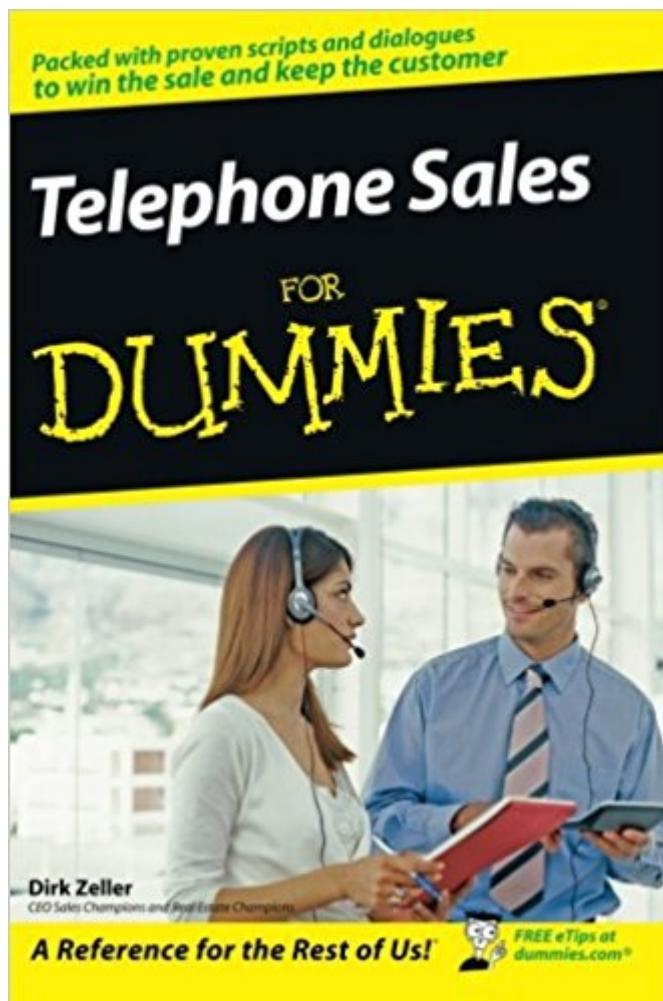


The book was found

Telephone Sales For Dummies



Synopsis

Nearly 100 million Americans (one out of three) purchase goods and services over the phone each year. *Telephone Sales For Dummies* shows both new and seasoned sales reps, from realtors, insurance agents to telemarketers, how to create pre-call plans and effectively prospect via the phone. Packed with techniques, scripts, and dialogues, this hands-on, interactive guide assists readers with making cold calls, warm calls, and referral calls, helping them plan and execute openings to create interesting dialogue; ask key questions; develop persuasive presentation techniques; work within the No Call Law parameters; leave effective and enticing voicemails that get results; get past screeners and get quality referrals; find hot leads; and create callback scripts that close the sale.

Book Information

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Increase your sales and income with proven tactics and strategy Your no-nonsense guide to selling and generating leads by phone Want to be persuasive on the phone? This hands-on, interactive guide is packed with proven techniques for becoming a champion telephone salesperson. You'll see how to make pre-call plans, conquer your sales call fears, prepare a winning script, ask the right questions, overcome objections, and prospect your way to success. Discover how to: Make cold, warm, and referral calls Get past screeners Orchestrate a successful close Understand the "Do Not Call" law

Dirk Zeller specializes in training and coaching sales people and speaks regularly at industry events. He is the author of the bestselling Success As a Real Estate Agent For Dummies.

The book is full of "hard news", (i.e. specific hard information that can be put to use immediately) It goes through each phase of the telephone sales process in detail in a manner that is easily put to use by those of us who have to "learn to be talented".

I think it's a very useful book and very easy to understand with many examples. I use it all the time for reference and ideas.

I took a telemarketing position with no background.. This book helped me to train myself and get results.. Good read

much better than I was expecting! everything else is perfect. This is a reasonable price products and structure is better than I thought, well enough to be as a gift to give to friends. Awesome! I wish I had another one. you won't go wrong for the price I love it.

This book has helped me to improve my performance tremendously. I'm not necessarily the most organized person I know, but this book has helped to add some organization to my sales process. The book helps you set goals, prepare for the calls, and put you in a position to get better results. It's not going to make the calls for you, but if you honestly follow the book's guidelines, you will see a tremendous improvement. If you have a fear of picking up the phone like I do, this book can help you there too. It talks about fear, identifying it, and overcoming it. All the books in the world won't make you a better salesperson; you have to execute. For me, this book is a concise, organized, and well-structured outline of how to execute a solid game plan for success in telephone sales. Good luck!

This book should be parked on your desk right next to your phone! If you have ever fumbled your way through a sales call and thought "If I never have to do that again, it will be too soon" then here's the resource that will change your mind, just like it did for me. Filled with useful and relevant scripts, tips and keys to making successful sales calls this book is like having a sales coach sitting on your desk guiding you all the way. It turned me from nervous and wimpy to confident and comfortable on my calls and is improving my sales this year. Do yourself a favor and add this to your desk decor,

I'm glad I did!

I'd have to give this book 3 to 3.5 stars. This book is CHOCK full of information, and is a pretty good read. The main points the author tries to drive home are the following: You MUST prospect a minimum of 15 hours a week, in order to be successful, sales is a numbers game, practice the HECK out of your sales pitch/script, and work long, hard hours to get ahead in sales. As far as actual sales information, pitches, lingo, and so on, the book is weak and lacking. And it's even more lacking when you take your own individual personality into account. Granted, the author was a very successful Real Estate agent, but he seemed to be VERY professional, and didn't really seem to have a dynamic personality, like a lot of salespeople do. Some salespeople can sell, just with their personality alone. If people like & trust you in sales, you'll sell, bottom line. Not a lot of this was covered in the book. It was more geared to being prepared, persistant, and professional. A lot of the proposed script ideas were good, not great. Again, they were a lot more 'textbook' and 'professional' than anything else. The book became sort of annoying towards the end, because the author just keeps repeating the same things over and over and over again. How many times do I really need to read about pre-call planning?!? Almost seems like the author was told you need "X" number of pages for us to publish this thing, and he just kept repeating things over and over so he'd fill his page quota. With all of that said, I did get a lot of good stuff out of it. The motivational side of the book was very good, as was the important of persistence section, but other than that, I didn't think much of it. It was "good", not great.

I purchased this book not fully knowing what to expect, but the title caught my interest. I've been in real estate over 20 years and thought I pretty much had things figured out. This book is a good reminder that no matter how long we've been in the business, or think we know everything about it, there are still ideas to grasp and hold on to. You know the saying "you can't teach an old dog new tricks?" I know now that isn't true!! Buy the book, be sure to read it, and then put it to use!

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