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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. Buchrückseite 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 Über den Autor und weitere Mitwirkende 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."

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