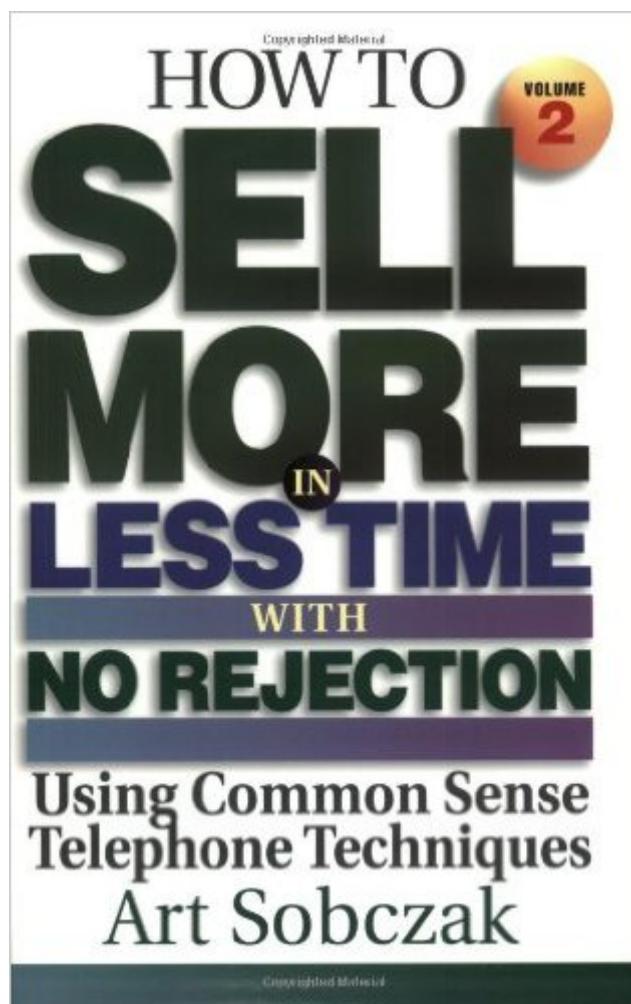


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# How To Sell More, In Less Time, With No Rejection : Using Common Sense Telephone Techniques, Volume 2



## Synopsis

How To Sell More, In Less Time, With No Rejection Using Common Sense Telephone Techniques-Volume 2 builds on the ideas and techniques covered in Volume 1 information thousands of sales reps worldwide have used on the phone to get more business, beat call reluctance, and make more money. Regardless of whether you use the phone to set appointments or manage accounts between outside visits, or if you handle ALL of your business by phone, you'll get hundreds of profit-building ideas you can use right now. 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 using the phone in cold calling, qualifying, managing accounts, negotiating, and selling. Here's just a small sample of the hundreds of ideas you'll get in this book: Voice Mail, Screeners, Getting to Decision Makers Why you shouldnt go above, around, under, or through screeners, and what you should do instead to get them to actually HELP you What to never say on voice mail messages How to get buyers to welcome and expect your next call Word-for-word examples of messages that work When leaving no message is better Words to avoid that are sure to get you labeled as a time-wasting, self-interested "salesperson," meaning youre screened out, brushed off, or left waiting for call backs that never arrive Building that Professional Telephone "Look" Through Your Voice and Words How to get rid of image-destroying "umms" How to build rapport, credibility, and likeability Listening for key buying words and emotionsknowing when to talk and when to shut up Interest Creating Opening Statements 13 actions and word-for-word mistakes that ensure failure and resistance, and what to say instead A no-brainer, fill-in-the blanks opening statement template for prospecting calls that gets them interested Case study examples of horrible openings, and great alternatives you can use and/or adapt Selling With Questions Loads of word-for-word questions that get them thinking about, seeing, and feeling their problems and pains--precisely the situations you can help them with through your benefits Putting them in a frame of mind so they want to hear what you have There are such things as dumb questions in sales. Examples, and how to avoid them How to ask about money Presenting With Power The not-so-secret, "secret" to great presentations How to position what you say as more credible and believable, instead of sounding like a salesperson Using stories to create irresistible visual images Getting Commitment and Closing Over 50 word-for-word examples of conversational closing and commitment questions you can use today to get agreement, and sales How to get larger sales just as easily as you would get smaller ones Self Motivation, Beating Call Reluctance, and Rejection Characteristics that you can emulate--of wealthy salespeople Avoiding negative assumptions that

are sure to invite failure How to avoid choking under pressure Dealing Successfully With Objections A painless way to address objections and resistance How to blow away price objections Turning "I want to think about it," into, "I WANT it." How to ensure you dont hear, "We dont need it." Why what youve probably heard before about objections is bogus, and what you should do instead. (For example, "You should love objections," "The selling doesnt start until you hear an objection," "Youll hear three objections before youll get a yes," "Every objection puts you that much closer to a yes." Thats ALL bunk!) Successfully Following Up By Phone How to end a call to ensure success on the follow-up. How to avoid starting follow-ups with the useless and idiotic statement and question, "I sent you out the material. Didja get it? Any questions?" What you should and shouldnt mail after calls How to set solid phone appointments so theyre ready and waiting for your next call Case Studies of Actual Calls See actual transcripts from calls submitted by fellow sales reps in the field, or calls received by Art. Youll see what didnt work and why, so you can avoid the same mistakes, and suggested alternatives to get success and agreement. Some of the cases include, What to say when they "buy it locally" Failed prospecting calls, and why they went down in flamesneedlessly Why ending a call with "Keep us in mind" is asinine, and what to say instead How to position value instead of selling on price How to build relationships with regular customers to keep their loyalty Prospecting How to get referrals who are eager to speak with you Getting them talking whey they say theyre not interested Why leaving messages on prospecting calls could be a waste of time Over 20 other prospecting pointers to help you get interest, the appointment, and eventually the sale Even More Stuff to Help You Sell More Why believing that using the phone is "Just a numbers game" will demoralize you and ensure call reluctance The right way to use conference calls to sell to multiple decision makers How to handle prospects who "Need information sent right now!", and determining if theyre for real, or just yanking your chain How to keep customers after that first sale Positioning yourself as the "least risk vendor" instead of the higher-priced vendor Telesales lessons from the O.J. trial Brief Teletips Over 130 brief, to-the-point tips you can use right now. Any ONE of these could pay for the book on your very next phone call, or help you avoid a mistake that could cost you more than the price of the book! Some examples: How to respond to the "Send literature" request Eliminating telephone tag What to say to the prospect who perpetually strings you along Showing them how a lower price might actually be more expensive Why they dont care about your products or services, and what they do care about which decides whether or not theyll buy

## **Book Information**

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I've read over 500 books on selling, persuasion, and influence. This is the best book on telesales that I've ever read. It's in my top 5 sales books of all time. Initially I thought the book was expensive..., but after I read it, I realized it's worth 50 times what I paid for it!

I bought How to Sell More in Less Time with No Rejection Volumes 1 & 2. They not only have very practical applications that I use, but is also a breath of fresh air compared to the hard sell approach, characterised by some 'famous' authors. I have a lot of corporate clients, and if I used the hard sell approach, I would be laughed out of their office. I recommend anyone in sales get these books

This book has some sensible advice and workable techniques for persuasive and profitable telephone communications that you can use right away, regardless of your industry, particularly if you rely on cold-calling to get that appointment. The sections that I've found helpful include developing a selling telephone image, how to avoid language that sounds "salesly" or threatening, leaving voicemail messages that have impact, how to deal with screeners to get to the correct decision-makers. Even better are the templates that you fill in, depending upon your product or service, to stimulate interest at the beginning of your call, using a recommended menu of words and phrases (this was invaluable for me). Other sections I have dog-eared include setting appointments over the phone, handling follow-up calls, dealing with different objections, and some great closing ideas. A great investment.

There's so much "exactly-how-to-do-it" information that I wish there was an audiocassette version

so I could listen while I'm driving. The techniques are really new and unique, not just rehash of old stuff I've seen before. I can't count how many times I've picked up a book that I thought was new only to be disappointed - like an old record that skips! The author broke new ground here and has given us readers an edge over the competition.

This book has some sensible advice and workable techniques for persuasive and profitable telephone communications that you can use right away, regardless of your industry, particularly if you rely on cold-calling to get that appointment. The sections that I've found helpful include developing a selling telephone image, how to avoid language that sounds "salesly" or threatening, leaving voicemail messages that have impact, how to deal with screeners to get to the correct decision-makers. Even better are the templates that you fill in, depending upon your product or service, to stimulate interest at the beginning of your call, using a recommended menu of words and phrases (this was invaluable for me). Other sections I have dog-eared include setting appointments over the phone, handling follow-up calls, dealing with different objections, and some great closing ideas. A great investment.

"The examples are very easy to incorporate into any one's sales process right out of the books. These ideas will help any sales person communicate more effectively with clients, prospects, and even co-workers and family. The tools in these books can be utilized by the newest member of your sales staff, and even teach some of those old dogs new tricks. With everything from creating opening statements to the quickest way to a strong confident close, "How to Sell More in Less Time with No Rejection, Volumes 1 and 2," are simply by far, the best most practical easy-to-use sales books have ever read."

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