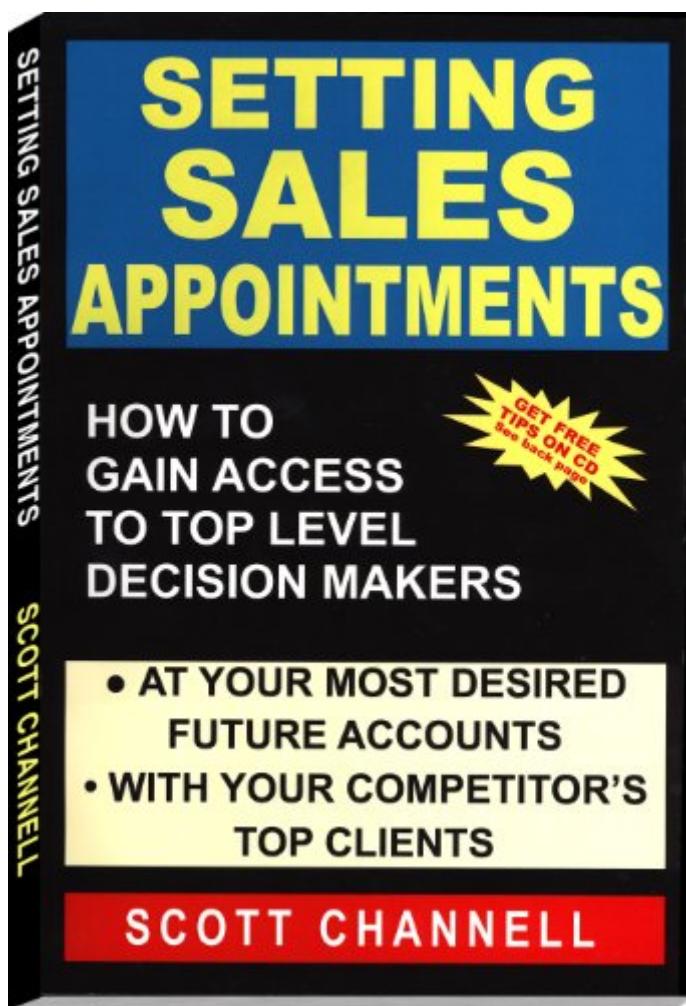


The book was found

Setting Sales Appointments: How To Gain Access To Top Level Decision-Makers



Synopsis

How much business could you close if you could get access to the top level decision makers at future accounts you desire the most? This book summarizes and relates a complete system of actual step-by-step methods and winning scripts that get the meeting with those who can authorize checks. Scripting and more scripting. Responses to resistance. Gatekeeper and voicemail strategies. Methods to have more conversations. How to gain value from unreachables and "no's." How to follow-up efficiently and easily. How to generate more conversations with real decision-makers. What to say after "Hello" to generate the conclusion you are worth 60 minutes of someone's time. Much more.

Book Information

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Customer Reviews

As a 15+ year veteran of both selling & reading sales books to improve my skills, I generally don't expect too much from new sales titles. I have learned to avoid the cheerleader, motivational stuff

and focus on the focused 'how to' books. And with those how to books, I am happy if I can get 4-5 highlights from the book for further thought/review/application. This book is about 1/3 highlighted. It was AMAZING. I don't want to sound trite, but this & Scott Channell's other title have completely changed both my view & approach on prospecting. And yes, that change is DEFINITELY for the better. I cannot recommend this & his other title enough for any sales professional who is looking to improve their prospecting skills.

There are several good books that teach how to construct effective prospecting messages. Although Channell's book is better than most, message construction isn't the only reason I recommend it. Another huge benefit I've received from this book is how to organize your suspects and prospects plus how to run your prospecting sequence. This book goes way beyond the "what do I say next" material and delves into how to administer your prospecting activities.

I have tried the methods that Scott explains in this book and it has revolutionized the results in my business. The author takes the entire process of getting sales appointments and breaks it down into a way that actually gets results. I wish I had read this book 10 years ago.

This book explains step by step the correct process to work a prospect list and get appointments that will close! I say, "Where have you been all my life" about this book. Every step explained made sense to me and why I needed to change my old way of doing things for contacts. I LOVED the change your thinking to "groups" not numbers. And how "touches" are important in groups of 3 of being consistent. I can not say enough good things about this book! Now, I am in the process of putting to use Scott's process for success. Thank you Scott! Diane

Lost my job, and starting over and thereby new to sales, picked up the book (Setting Sales Appointment), and it really helped my perspective on setting appointments and calling prospects. The scripts helped to ease the tension when calling. Very short and to the point. The scripts will be very useful, Scott has a great approach to simplifying the scripts. By SamM

The two books by Scott Channel, "Prospecting Your Way to Sales Success" and "Setting Sales Appointment" are a must read. The two books together provide structure, guidance, style and indicates what parts of the process to monitor. I have executed on "Identify The Decision Maker" and was able to achieve a better than 90% of the

Decision Makers requested.

thumbs up. solid read. thanks scott.

I am somehow involved in calling customers and this book gave me amazing tips that other books didn't. If you are in sales or do you talk with prospects and customers over the phone, this book is for you. The secret is in details...

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