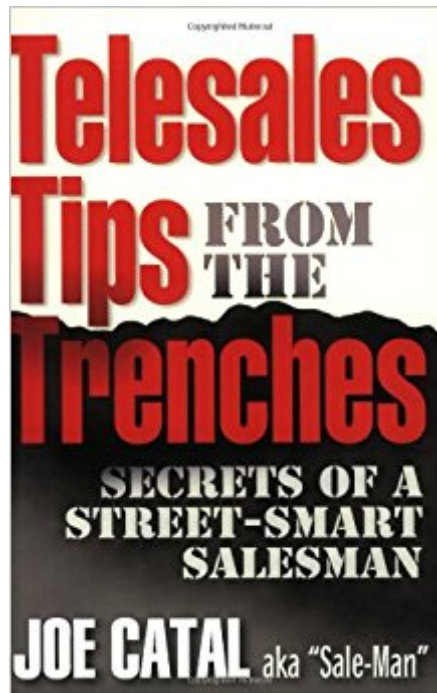


The book was found

Telesales Tips From The Trenches: Secrets Of A Street-Smart Salesman



Synopsis

This 217-page book is for anyone who ever has to call a total stranger who has never heard of you or your company, and you're trying to ask him for money, an appointment, or get an information package in his hands on the initial call. It's for the person whose paycheck is dependent upon producing sales. It gives hundreds of ideas and concepts showing you how to sell in a systematic and intelligent manner, learned from years of selling in the trenches. What you read today, you use today. No filler, just time-tested technique after technique. See three actual chapters from the book on voice mail, screeners, and opening statements. If your competition reads this book and you don't, you or your sales force won't stand a chance. This is a must read for anyone who wants to know what the top sales reps are doing by phone. Here Are Just a Few of the Hundreds of Tips • How to write an effective opening • Answers for any type of objection • Callback scripts that close the sale • Leaving voice mails that get results • How to find hot leads • Selling on the inbound call • How to get quality referrals • Sure-fire closing techniques • How to steal accounts • How to get past screeners • Great questions to ask • How to prospect painlessly • Selling large accounts • Why you should raise your prices 25% And much more!

Book Information

Paperback: 217 pages

Publisher: Business By Phone (January 7, 2002)

Language: English

ISBN-10: 188108115X

ISBN-13: 978-1881081159

Product Dimensions: 0.8 x 6.2 x 9 inches

Shipping Weight: 12.8 ounces

Average Customer Review: 4.3 out of 5 stars 103 customer reviews

Best Sellers Rank: #785,987 in Books (See Top 100 in Books) #64 inÂ Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #154 inÂ Books > Textbooks > Business & Finance > Sales #2006 inÂ Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

Joe Catal is a salesperson just like you. He has averaged 100+ calls per day since 1985. He has heard over 350,000 "no's" by phone-while consistently being among the top salespeople everywhere he's worked. He has sold insurance, computer-software, websites, furniture, warranties,

pet insurance, long distance services, radio advertising, and financial services. He has tested these tips "in the trenches" and they'll help you dramatically increase your own sales and appointments.

Look. Ignore the typos and editing errors. I'm a stickler for perfection too, but the bottom line is that this book is the only one that I was able to put to immediate use as a salesman. It's packed with hard-hitting truths and awesome scripts that can be easily modified for most any sale. I must have read this book 3 or 4 times, with a highlighter and a colored pencil. I applied the techniques and they were a big help for me in closing more deals. I bought a lot of sales books, but this was the only one that stood out to me since it has so little fluff and I was able to put the things I learned to use the very next day.

Great condition!

Decent book, good ideas, totally worth reading. Good for those who never cold called and good for those who have experience. Maybe you are not gonna use everything but still you will like it.

Buy this book. It is amazing. Its not slow and sluggish like many you might pick up that get a good review here and there. This guy is amazing, and it will boost your sales. Read it from cover to cover in the shortest amount of time I have ever read any book. After I finished this book and began the next...I wished I was back reading "Telesales Tips From the Trenches". Amazing. It was funny to see a few typos, I thought they had those things mastered minded through english scholars etc. Anyhow. Great Read. Great buy. Got it for less than \$10.00. One of my all time favorites.****This book will help in any sales profession, not just telesales. I work for an attorneys office, and real estate on the side, and this book is number 1!!***BUY BUY BUY***LOOK AT THOSE REVIEWS!!!

It's a good book with lot's of clear tips but most of them are for corporate sales and not consumer marketing.

My good friend was in sales for awhile and was running into a rut. So I purchased this for him and he loved it!!

I am new to telemarketing, and the book was simply out standing! It may be somewhat simplistic for the experienced person, but the creation of the scripts and other tips proved to be invaluable.

Down to the point and real but, professional. As a salesman would.

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