



How to Sell More, in Less Time, With No Rejection : Using Common Sense Telephone Techniques, Volume 2

By Art Sobczak

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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, youll 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 they're 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 don't care about your products or services, and what they do care about which decides whether or not they'll buy

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Editorial Review

About the Author

Art Sobczak, President of Business By Phone Inc., specializes in one area only: working with business-to-business salespeople--both inside and outside--designing and delivering content-rich programs that participants begin showing results from the very next time they get on the phone. Audiences love his down-to-earth, entertaining style, and low-pressure, easy-to-use, customer oriented ideas and techniques. He works with thousands of sales reps each year helping them get more businesses by phone. Art provides real world, how-to ideas and techniques that help salespeople use the phone more effectively to prospect, sell, and service, without morale-killing rejection.

Using the phone in sales is only difficult for people who use outdated, salesy, manipulative tactics, or for those who aren't quite sure what to do, or aren't confident in their abilities. Art's audiences always comment how he simplifies the telesales process, making it easily adaptable for anyone with the right attitude.

Since 1984 Art has written and published the how-to tips newsletter, TELEPHONE SELLING REPORT, subscribed to by over two thousand companies worldwide.

Art is a prolific producer of learning resources on selling by phone. He authored the audio-tape training program, Ringing Up Sales, published by Dartnell. His video program is Getting Through to Buyers . . . While the Others are Screened Out. He wrote the books, How to Sell More, In Less Time, With No Rejection, Using Common Sense Telephone Techniques--Volume 1, and Volume 2, and Telephone Tips That SELL!--501 How-to Ideas and Affirmations to Help You Get More Business By Phone, which was released as a book, an audio program, and computer screen saver.

Art's how-to ideas and tips appear regularly in the print and electronic media. He has written a regular column for Teleprofessional magazine for 12 years, also writes one for Selling! newsletter, and is frequently quoted in Selling Power, Bottom Line Business, Sales and Marketing Management, and numerous trade publications.

He holds the popular Telesales Rep College two-day public training seminars nationwide, and also customizes the program for on-site, in-house delivery. Art also delivers how-to programs on effective telesales ranging from one-hour to several days.

Clients include IBM, AT&T, Ameritech, Hewlett Packard, Norfolk Southern, Baxter Healthcare, and other companies and associations in virtually all business-to-business industries.

His speaking and training reputation has been built as someone who knows what works and what doesn't in telesales because he's done it (corporate telesales positions with AT&T Long Lines and American Express), and still does it. He also conducts extensive research to customize his programs, listening to tapes of actual sales calls of client reps in order to learn the language of the industry, company, and strengths and weaknesses of sales reps and strategies.

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Jimmy Putnam:

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