

<<电话销售指南Telephone Sale>>

图书基本信息

书名：<<电话销售指南Telephone Sales For Dummies>>

13位ISBN编号：9780470168363

10位ISBN编号：0470168366

出版时间：2007-11

出版时间：John Wiley & Sons Inc

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页数：272

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内容概要

Nearly 100 million Americans (one out of three) purchase goods and services over the phone each year. Telephone Sales For Dummies shows both new and seasoned sales reps, from realtors, insurance agents to telemarketers, how to create pre-call plans and 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.

作者简介

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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