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Stephan Schiffman's Telesales: America's #1 Corporate Sales Trainer Shows You How To Boost Your Phone Sales



Synopsis

If you've got ten minutes a day, you can make a telesales breakthrough! By providing one concise, easy-to-read chapter for each daily coffee break, Stephan Schiffman's Telesales, Second Edition has the power to transform your career and help you post noticeable increases in your numbers in just ten working days and transform your career after a mere twenty-one. Stephan Schiffman has coached thousands of sales teams across the country to improve their telesales performance. He knows exactly what works and doesn't, and in this completely revised second edition, he shares with you all of his insider's secrets, including how to: Master the five ways you can increase your income Track your numbers . . . and use them to your advantage Evaluate your performance effectively . . . so you hit your own goals Gain control of the call Leave effective phone messages Use "how" and "why" questions to your advantage Learn what's going on in the prospect's world Understand the four types of negative responses . . . and find out how to get past each one Turn small adjustments in your performance into large income gains By spending just minutes a day with this one clear, concise book, you can learn everything from creating a script; to recognizing when not calling a prospect can increase your sales productivity, to practicing the ten traits of world class salespeople. In this highly competitive world where the obstacles against telemarketers continue to become increasingly daunting, you can't afford not to have these tools in your sales arsenal!

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Customer Reviews

I work on the phone all day long. 90% of my job is cold calling and trying to open new accounts.

This book helped me understand my own numbers better so that I know how many people I need to qualify in order to get an account open. It also showed me how a simple question can change the whole dynamic of a phone conversation. Last week I cold called a firm and the decision maker was not super excited by the end of our conversation but she at least agreed to accept some literature from me in the mail. This week I called her back to follow up after reading the chapter on asking the right questions that will spark a response from the prospect and get an actual conversation started. I asked her how long she had been using her current provider and if she has ever compared against another firm to see if she is getting the best value for her money. I found out that she has been using her current provider since the winter and has never taken a look at another option since switching to them. I also found out the reasons she chose to use her current provider which gave me a very clear understanding of what I need to do in order to earn her business. We compared services and she was very surprised to find out that we can save her a significant amount of money and also speed up her process as well. By the end of the conversation she was calling me by my first name and the account should open sometime within the next two weeks. All I can say is that this is a great book and I can't wait to read it a second time. Just make sure that you put his recommendations to use. Update: I've continued to use the advice in this book and I can sincerely tell you that the quality of my calls have CLEARLY increased.

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