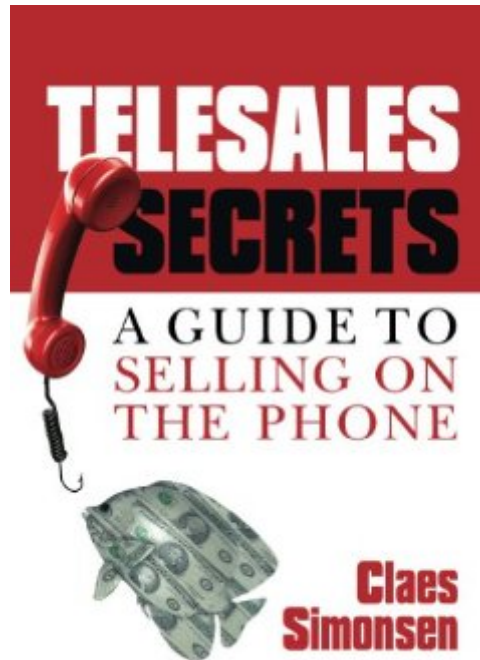


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TELESALES SECRETS: A Guide To Selling On The Phone



Synopsis

Telemarketing is one of the fastest-growing industries in the world. It is also one of the industries with the greatest salary differences. While the majority of telemarketers make around the national average wage, the top phone sellers today make more than \$1 million per year – some much more. This book explains what it takes to join the top of the phone seller elite. It will teach you not to call to talk, but to call to sell. It explains in-depth what generates a sale and it deals with call technique step by step, from cold call openers to asking for credit cards on the phone. Follow the advice of one of the world's leading sales coaches and an expert in phone selling techniques to take your career to the next level. The no-nonsense approach will provide all the tools you need to turn cold calls and leads into deals. Learn how to deal with common phone sales obstacles and how to properly handle gatekeepers, voice mail, difficult clients and customer complaints. Use these simple techniques to turn customer objections into stepping-stones for your close. This book will make your pitch stronger and commissions higher. Give yourself the edge and join the phone seller elite.

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Customer Reviews

TELESALES SECRETS: A Guide To Selling On The Phone by Claes Simonsen Telemarketing is one of the fastest-growing industries in the world and being successful in this field requires dedication and talent. For those who have it, annual earnings of \$1 million or more are achievable. For those lacking the skills, telemarketing is just another minimum wage dead end job. Why is telemarketing so difficult? Dr. Albert Mehrabian, author of SILENT MESSAGES, conducted several studies on nonverbal communication. He found that only 7% of any message is conveyed through words, 38% through certain vocal elements, and 55% through nonverbal elements (facial expressions, gestures, posture, etc). This means that when you are talking over the telephone rather than face to face you lose over half your communicating ability – and that loss works both ways. Simonsen’s book helps you overcome this disadvantage with specific techniques that can help you join the top of the phone seller elite. It will teach you not to call to talk, but to call to sell. You will learn why the arguments you have for selling something are not the same as the arguments you give to convince the buyer to make that purchase. To succeed, you must know how to deal with common phone sales obstacles and how to properly handle gatekeepers, voice mail, difficult clients and customer complaints. The entire sales process is set forth in-depth and you will see the best step by step techniques from cold call openers to asking for credit cards on the phone. Use these simple techniques to turn customer objections into stepping-stones for your close. This book will make your pitch stronger and commissions higher.

Telesales Secrets: A Guide To Selling On The Phone is a great reference book for individuals that are seeking out a fun and interesting career in sales. This book offers readers a wide spectrum of information to help kick off a rewarding and exciting career in any industry. Starting off strong with a brief history of the author’s experience in both management and sales, this book offers a kind of backwards interpretation of the insight in to productive sales techniques. The author began a career in management and then decided that in order to figure out what was inhibiting the sales team that it would be best to step in to a sales role to understand the challenges and obstacles that sales teams often face. By doing this, the author is able to offer a sales-minded approach to excelling at your job with management goals as incentive to succeed. This book would be a great buy for sales teams as well as managers looking for ways to improve business practices. While the information is exceedingly helpful, there are also a lot of common sense lessons that are taught that you may not have ever even considered as great approaches to your daily routine. The author does a great job of keeping the language simple and easy to grasp, as sales professionals are typically looking for a fast, easy, and reasonably priced solution. Through out the text there are a number of examples that

are presented for reinforcement of the ideas and techniques that the author really wants to drive home and this helps to really cement the information in the readers'™ memories. The formatting is easy to follow, and makes for a quick read for anyone looking to get started on the road to success as swiftly as possible. Fun images help to break up the text and keep readers engaged in this valuable learning experience.

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