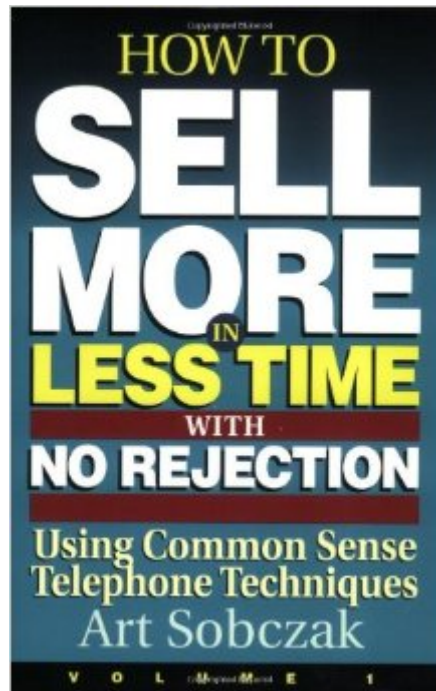


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# How To Sell More, In Less Time, With No Rejection : Using Common Sense Telephone Techniques, Volume 1



## **Synopsis**

If your income and career relies on getting prospects and customers to agree with you by telephone, this book will help you do better, faster, and without that self-defeating rejection that causes so many salespeople to avoid the phone. From generating leads, all the way to closing sales and managing accounts by phone, this 220-page paperback is jammed with proven word-for-word ideas you can use right now to close more sales! 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. Guaranteed. What you won't get is the old-school, hard-sell mumbo-jumbo based on memorized techniques and trickery that no one actually likes to use, and creates resistance anyway. You will get conversational, easy to adapt ideas that are based on common sense psychological principles that always have the customer's best interest in mind. After all, the only way to sell professionally is to help people buy, not back them into a corner like a caged lion ready to lash back. Here's just a small sample of the hundreds of ideas you'll get in this book: how to avoid asking dumb questions that cause resistance, and how to ask pain-reminding ones that help them think about needing and wanting your product/service instead, tons of word-for-word examples of how you can grab the interest of prospects and customers within the first 15 seconds, drawing them into the conversation, and how to avoid putting them on the defensive, exactly what to say to screeners and on voice mail so you can get to your buyer more quickly, and get valuable information which will help you sell to them, over 25 specific examples of how to question objections to help vaporize them; better yet, specific ways to avoid creating objections! what to do and say at the end of a call so you've got something more intelligent and action-inducing to say than "So, what do you think?" on the follow-up. You'll get 40 meaty chapters, sectioned into topics such as Planning Your Call, Getting to Decision Makers, Interest Creating Opening Statements, Selling With Questions, Closing for Commitment, Addressing Objections, Prospecting, Self Motivation, Teletips, and more. Order today, and increase sales!

## **Book Information**

Paperback: 219 pages

Publisher: Business By Phone (January 1, 1995)

Language: English

ISBN-10: 1881081036

ISBN-13: 978-1881081036

Product Dimensions: 0.8 x 6.2 x 9.2 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (10 customer reviews)

Best Sellers Rank: #813,972 in Books (See Top 100 in Books) #60 in [Books > Business & Money > Marketing & Sales > Marketing > Telemarketing](#) #176 in [Books > Textbooks > Business & Finance > Sales](#) #2140 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

## Customer Reviews

"We recently ordered both volumes of 'How to Sell More in Less Time with No Rejection'. Though we have only had the books a few days, we've already benefited a great deal. It's been a real challenge finding information that caters to business-to-business telesales, but we've finally found just the books to meet our needs."

The guru of telephone sales, Sobczak has squeezed lifetime of tips and techniques into this book. Like how to avoid the top ten mistakes made by sales people. or How to ask for, and get, more than expected. For example: "If I called you now and asked you if you would be interested in a product that would increase your revenue. would you take the call?" or "I have something here that could potentially be of great value to you. I'd like to find out more about you to see if it's something you'd like more information on." [...]

Art's advice makes sense. This book is not for the "hard sell" sales person who is only interested in the one-time sale. The wording he recommends for getting attention in the opening statement is a perfect example of his common-sense approach. I have given this book to clients and I highly recommend all of Art's books. Ann Barr, author of "How to Win the Sale and Keep the Customer."

Good sales people educate their customers. Great sales people educate themselves. Good investment. I have some of his audio's. Guy knows how to work a phone like no one else. Some stuff I don't agree with as with any sales methodology/philosophy but mostly I'm on board with it and banking from some of the knowledge. Get a lot of sleep. (my number 1 rule that can increase sales) sounds simple you still won't do it though.

Great book for anyone doing sales over the phone or face to face gets straight to the point makes

up for the general lack of training most companies invest in at the end of the day if you want to be successful its all down to your effort this book will show you the way the rest is down to YOU.

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