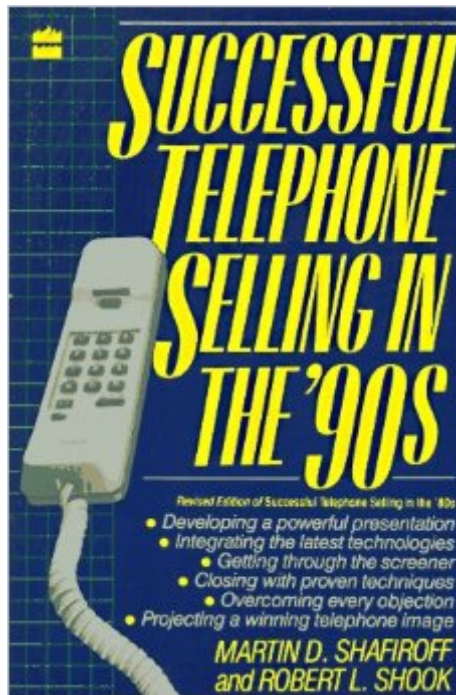


The book was found

Successful Telephone Selling In The '90s



Synopsis

With the cost of personal sales visit to an industrial customer at well over \$200, almost all salespeople now make at least some use of the telephone to save time and money. The main purpose of Successful Telephone Selling in the '90s, however, is not to talk about reducing expenses but to show how to increase your sales production dramatically by using the telephone. A gold mine of practical guidance and information, this book divulges the methods that work for the top telephone salespeople in the country -- methods that can guarantee your own success.

Book Information

Paperback: 208 pages

Publisher: Harper Paperbacks (July 12, 1990)

Language: English

ISBN-10: 006096491X

ISBN-13: 978-0060964917

Product Dimensions: 5.3 x 0.4 x 8 inches

Shipping Weight: 7.2 ounces

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (13 customer reviews)

Best Sellers Rank: #786,487 in Books (See Top 100 in Books) #56 in [Books > Business & Money > Marketing & Sales > Marketing > Telemarketing](#) #2076 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

Customer Reviews

I read this book when I was 20 as a cold-caller with Lehman Brothers. Marty was one of their most successful stockbrokers ever. The idea and techniques disclosed in this book are invaluable to anyone interested in effective telephone technique. It deals largely with the much needed professionalism within sales. I highly recommend it.

Well, cold-calling is pretty much dead. But this is THE textbook for the ONE-CALL CLOSE. When I was selling penny-stocks back in the eighties the techniques in the book netted me thousands of dollars. Worthwhile if you are seriously into sales. Lots of pearls in there. You DO want to make more money, don't you!? LMFAF

Beware that most of what is in this book is already in "Successful Telephone Selling from the 80's." Buy one or the other. I bought both and wasted a lot of money. You can get everything in this book

from the 80's telephone book for a lot cheaper. Try one penny compared to \$30 for this one. Just think about it.

Since the 90's telephone sales and appointment setting have become much much harder because of regulation and the general opinion of salespeople and tele-sales. The book covers a lot of the good points of selling, cold calling, and some conversational skills. If you have a few extra bucks and need some pointers on the phone that you don't get through hard hard work, I'd recommend picking up the book.

I've read just about every sales book out there. If you cold call on the phone, this is the book. Whether you are calling to set an appointment, or to sell o the phone, everything you need is right here. If you sell insurance, securities, stocks, investments, or anything that can be sold over the phone...this is the book. Everything written her applies today as well as 20 years ago. Get your own copy. You can't have mine.

I read this book over 15 years ago and just ran across it again during a move. It was all marked up with a highlighter. Parts of the book are extremely dated (talking with the switchboard operator) but most parts are still 100% gold. If you just read chapter 4, The Initial Approach, your success rate of reaching out to people will increase 1000%. I'd forgotten how good this book is. If you are just starting out in sales, buy it at once. Yes, you will laugh at some parts that don't really apply in today's voicemail world (leaving a message with a secretary), but other chapters on attitude and self image, the initial contact, and the phone presentation, and overcoming objections are timeless. A good read.

i first read this book long ago when i was working at bear stearns as a stockbroker's assistant. it was recommended to me at the time but i didn't truly understand the value and accuracy of the book until now. like the previous reviewer, i ran across this book again 15 years later. in the past year i've bought a dozen different sales books and browsed another dozen. only after all this do i realize that i had a gem sitting on my shelf the whole time.

this book is a classic ...every new broker should read this ..and every seasoned broker should re read this ...

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