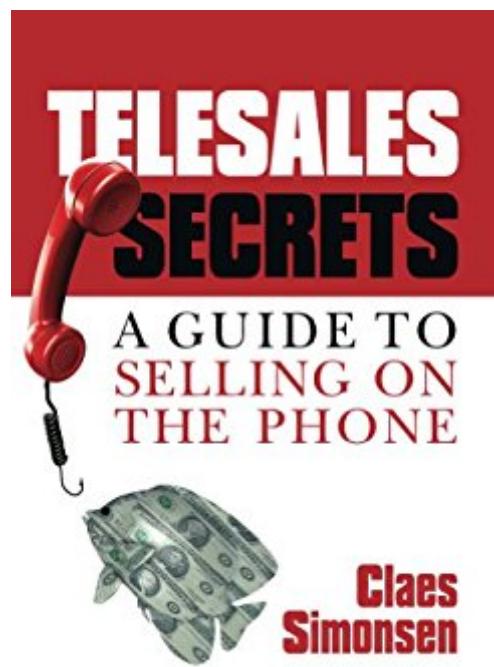


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TELESALES SECRETS: A Guide To Selling On The Phone



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. 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

Oh, good ole' telesales. For sales professionals, selling on the phone can either be a way of life or a poison pill. In other words, telesales can make or break you. Fortune 500 companies spend billions of dollars per year educating and arming their sales forces with the newest techniques, the best technology, and the most sophisticated customer relationship management (CRM) tools, but regardless, it all comes down to the conversation between you and the customer. As a sales trainer for a Fortune 500 company, I found *Telesales Secrets* an invaluable tool that is chocked full of useful and practical information. The author reminds us that a lot of our traditional strengths are stripped away when we get on the phone (i.e. body language, some tone, our professional appearance). In the book we learn how to prepare for the call, the sales process, and how to keep the conversation in our control. We learn how to sneak in "deliberate silence" and how to recognize buying signals. Finally, we get tips on how to finally close the sale. If we apply the steps that are outlined in this book, we will all be doing a lot more closing. I guarantee it! The book is organized well, well-researched, and backed by years of research and experience. You cannot go wrong with purchasing this book. The small investment will lead to a large increase in sales. One, small \$10 investment, could result in an exponential increase in revenue. I recommend this book to anybody who is looking to increase their own sales or anybody that is coaching and managing a team of sales professionals. You can't go wrong.

About fifteen years ago, when desperate for any sort of work, I took a position in a high volume call center working the phones. After about five minutes of training, I was set loose with a script and it's little wonder that I hated my job and produced hardly anything for that company. Years later, I owned my own marketing company and took a stab at targeting local small businesses for marketing services. Despite getting a small bit of training on what to say, I wasn't very confident or successful there either so gave up ever calling anyone on the phone again. In an effort to bring in more business, I picked up Claes Simonsen's "*Telesales Secrets*" and to say that this has been a game changer for me would be a gross understatement. Simonsen gives the reader a bird's eye view of what the top phone seller's do to be successful and explains how to emulate those behaviors to get the same success. There is so much here that I never even considered before, such as the preparation for selling, structuring your call properly, keeping control of the call, and the ever important handling of objections. Simonsen also takes pains to point out that not all customers are the same, pointing out several types of customer personalities and how to handle them. His endless stream of real life examples, tips and tricks are indispensable and this entire book has

changed the way that I look at telesales. I have been putting these principles to work in my business already and they are definitely giving me an edge and providing real world results. Very well done.

If you're in sales, cold calling might not be the most fun way to make money, but it's a tried and true method; it does work. What most salespeople need is to learn the skills to make sales, yes even over the phone. Most businesses need phones in order to service their customers, so why not try and sell to them too? The answer is in this telesales book. It's full of great advice like, "Good selling is a talent that is taught and learned like any other talent, as a technical, theoretical and practical skill." Plus, you will learn practice abilities like how to handle questions you didn't prepare for or the right way to structure a sales call. Most people think charm is all you need to be a good sales person. As someone who has been in real estate over 15 years, I can tell you that charm will only get you so far. To be truly successful in sales of any kind, you need to know the right skills to close the sale. This book outlines those skills. Even if you've been in sales for a while, you will find some good refreshers and we all need refreshers.

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