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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

Stephan Schiffman is America's most renowned sales trainer. He is the author of numerous bestselling sales books, including Cold Calling Techniques (That Really Work!) and The 25 Most Common Sales Mistakes. Mr. Schiffman is also the president of DEI Management Group, Inc., and has trained more than 300,000 salespeople. He lives in New York City.

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. I would say that about 75% of the people I talk to now I actually have meaningful conversations with. My calls went from me trying to convince and barely letting the prospect talk to now actual conversations that make the prospect feel like I'm calling to really help them. I used to collect only about half of the information that I wanted from a prospect. Now, on most of my calls I collect 100% of the information I wanted and then some. Great book. I can't wait until the actual accounts start opening, which I am more confident than ever before that they will. I'll post another update when I open my next account.

If you need a good primer for cold calling this is as good as any I suppose. The techniques are dated and a little bit aggressive. People don't really respond to the old school arm twisting anymore. I would suggest "The accidental Salesperson" as a better overall primer to the sales process in the

21st century. However if you want scripts and a step by step guide to getting up and running for a newbie this book will have you smilin' and dialin' in no time.

I ordered this book for my team of Inside Sales Reps and a trainer came in and trained them on the concepts. This book provides the basics of making a cold call, battling knee-jerk objections, and directing the conversation. It explains that sales is a process and that a successful first call results in a second call. My reps were looking to quote and sell on the first call and that really doesn't apply to our industry (capital equipment). I've also used this selling office supplies. It can be applied to any telesales job.

Very good book. a little out of date - but an outstanding value for the price of the book.

At steamlinerresults.com our sales team like our product development division is always improving. Steve Schiffman's work continues to make a big difference. Check out his Cold Calling text as well!

Bought it to help develop our telesales staff through self learning and that is exactly what this book is designed to do through text book techniques then putting those into practise. Written by sales people for sales people.

I definitely gained a lot from reading this book and other books that Schiffman has written. I highly recommend every sales person I know to read this.

I just got this book yesterday and am already more than half way through-it keeps you moving along and wanting to read each following chapter. i have no prior experience in telesales (or any sales) and this book has answered a lot of questions for me already. every time a question comes up, it seems it is answered within the following few chapters. the book is orgainzed very well and i can see how its suggestions will help me when i start my new job. i am very eager to put them to use!

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