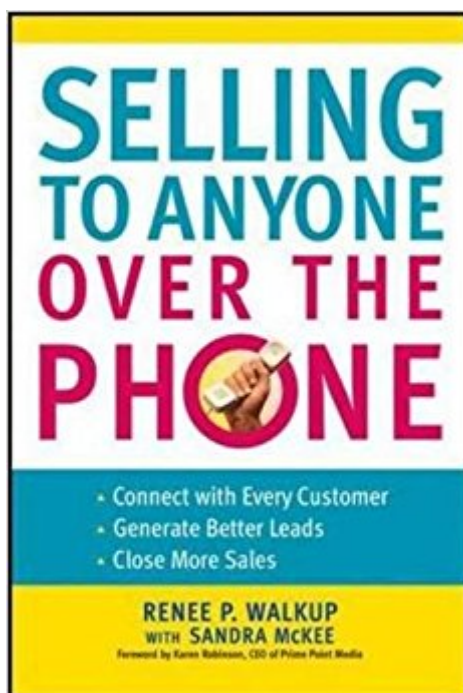


The book was found

Selling To Anyone Over The Phone



Synopsis

It's a fact: more and more organizations are scaling back on their in-the-field sales operations. Today's sales pros have to build relationships and close deals over the phone in less time than ever before. This fully updated second edition of *Selling to Anyone Over the Phone* is the salesperson's ready-reference guide for generating the kind of product excitement that will ensure callbacks, partnering with gatekeepers and decision makers using personality-matching techniques, and generally boosting success rates.

Book Information

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Customer Reviews

"will give you the scoop on everything you need to know to be more successful ..with phone sales."

-- FrequentFlyer.oag.com --This text refers to an out of print or unavailable edition of this title.

""In a day and age where wireless digital communication devices are everywhere, the telephone remains a primary tool for cementing client relationships and establishing meaningful contact with the prospect. That's why *Selling to Anyone Over the Phone* is a must-read for the marketer or salesperson. This is the one book that provides the understanding and know-how to successfully work the phone, get to the decision maker, and close the sale. Follow its advice, and you need never fear phone rejection again."" -- Alf Nucifora, CEO, Nucifora Consulting Group ""This is a must-read. In today's competitive marketplace, Walkup has written the definitive guide for making the phone one of your most valuable tools. Keep this book handy, refer to it often, and your

bottom-line will grow." -- Mark LeBlanc, Small Business Success, author, Growing Your Business!

"Renee Walkup's principles are critical for all salespeople's success. For sales managers, this book is a MUST. With over 20 years in telecommunications, I can guarantee that her "TELL ME" approach will greatly improve your listening skills and generate 30 percent more customer activity, which will put significant money in your bank account." -- Norm Shapiro, President, TeleSource Communications, Inc. "Selling to Anyone Over the Phone is very insightful and an excellent resource that will help any business professional sell and speak confidently in today's competitive business environment." -- Michael Gasca, Sr. Manager, iCare Services, SYSCO Corporation" --This text refers to an out of print or unavailable edition of this title.

Useful book for teaching!!

This book serves as a great sales basics book for newer sales people, however, there are many valuable messages for all sales people regardless of experience. The most valuable section of the book, in my opinion, is chapter 8; Asking High-Value Questions. Phone selling can never be as personal as is in-person field sales so it is even more important to ask valuable and insightful questions towards understanding the customer's needs, and building a valuable relationship. The simple recommended question in the book: "Tell me about your situation" is a very powerful way to get into the head of the customer. I had never used this phrase before but intend on doing so regularly in the future.

I just began a role in inside sales and having this book as a tool definitely helped me to realize success, even getting promoted in my first month. Anyone starting in inside sales or tenured sales professionals that could use a fresh perspective should read this book.

The book itself is a good "refresher" if you are in a slump in phone sales, but is more directed towards the rookie in the field. If you are getting into phone sales, this would be a good book to read to go over the basics and some strategies in handling objections. However if you are a seasoned professional, skim it like cliff notes and you will find one or two things valuable to add to your arsenal of techniques.

I'm an experienced sales person and really knew this stuff already so it wasn't helpful to me. It might

be helpful to anyone new to selling in general.

It would be a disservice to Renee and Sandra to describe this book as simply a book that helps you sell better over the phone. While it certainly does that, it does so much more. The advice offered applies as much to providing great customer service as anything. There is a lot of great insight on how to make connections with people, which is, after all, the most essential part of making people want to do business with you. Pay special attention to Chapter 3 - Identifying Personality Types Over the Phone. It's worth the price of the book alone. Cleverly written, using a music metaphor, it never stoops to gimmicks. Instead, it earns the reader's respect the old fashioned way - by providing solid advice you can implement immediately to impact your bottom line.

This is very up to date and includes some very useful tactics that I have not seen in a selling on the phone book before. The chapter on using the new tools is good because it reinforces what to do and what not to do , which is so needed with the new generation of sales trainees. The Chapter on selling to different cultures is one of the most succinct I have seen and based on my experiences, she has hit the items precisely. There are useful templates throughout. The mark if a good instructor shows in the examples which include the before approach (weaker) and then the after approach (stronger and simple. They have their own spin on the classic four types of buyer personas , and the models work. I liked how the authors kept relating the approaches to the type of buyer each time as well as adjusting your approach depending on how you look at the world. This is an easy read, very useful and will be a welcome addition to a sales managers tool kit as well as those salesfolks who want to blast through their quota into mega bonus land. Thanks again Amacom for a valued book

As an educational sales rep, my company, Pearson, purchased a copy of this book for the inside sales team, and we worked through each chapter, week by week. Each week, a new team would present the concepts to the rest of the group, and we enjoyed this interactive way of learning. We had fun analyzing our personality types, and even guessing other people in the company. Then, we went back to the phones to see if we could implement these new concepts. Each chapter has a practical exercise and activity so we can actually implement the new concepts to experience results. I recommend this book for summer workshops to help sales teams improve their selling skills over the phone.

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