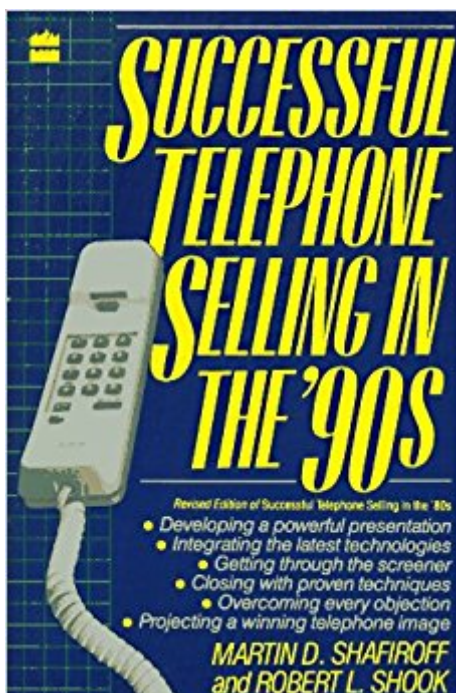


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# Successful Telephone Selling In The '90s



## 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

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Average Customer Review: 4.4 out of 5 stars 15 customer reviews

Best Sellers Rank: #380,673 in Books (See Top 100 in Books) #42 in [Books > Business & Money > Marketing & Sales > Marketing > Telemarketing](#) #1060 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

## Customer Reviews

Martin D. Shafiroff is a Managing Director of the investment banking firm Shearson Lehman Hutton Inc. and is considered one of the world's leading investment brokers. He has been the subject of articles in the Wall Street Journal, Institutional Investor, and many other publications regarding investment strategies and telephone sales.

I bought this as a gift for my godson, he likes it very much.

This book is great. Even though it talks about the phone sale theory of the 90's it's still a excellent book to add to your library.

Standard sales stuff, but a good refresher course. Glad to have 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.

Condition was as advertised. And the book is a phenomenal tool for anyone employed in telephone sales.

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 on 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 here applies today as well as 20 years ago. Get your own copy. You can't have mine.

Amazing book and very informative. Item arrived as described and I'm very pleased with the seller.  
A++

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