



Cold Calling: Everything You Need to Know to Become World Class at Tele-Sales and Appointment Setting - Made Easy

By Professor of Commonwealth Literature Bruce King

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The complete step-by-step training book on how to become world class at Telephone Sales and Appointment Setting. Chapter Headings: Introduction Chapter 1: What is cold calling? Chapter 2: Getting in the right frame of mind Chapter 3: Equipment environment Chapter 4: Time management techniques for cold calling Chapter 5: Researching your prospects Chapter 6: Preparing your approach Chapter 7: The conversation Chapter 8: How to handle gatekeepers Chapter 9: Handling objections Chapter 10: Asking for the appointment closing the sale Summary Testimonials from previous readers I ve just finished reading Bruce King s book and am impressed. I m one of those people who hates cold calling, and so having read Bruce s book, I now know why I ve been averse to it and what I can do about it. The book is so much more than just cold calling though, it is a step-by-step through the entire sales and referral process. If you are brand new to sales, this book needs to be your bible. If you are a seasoned traveller, there will still be some...



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Reviews

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