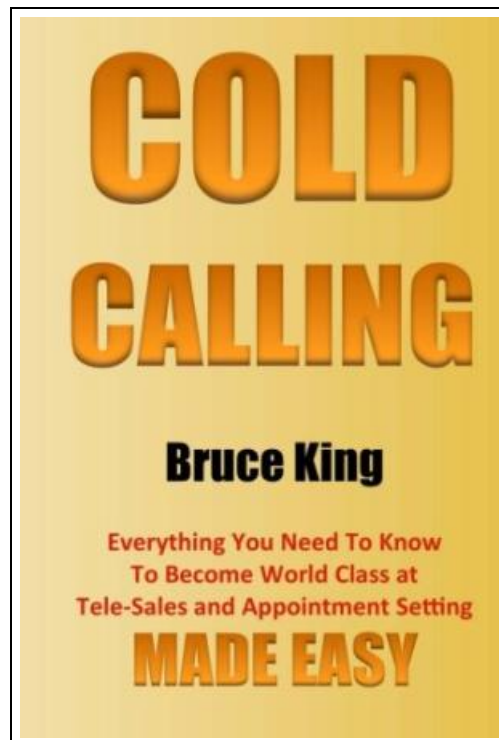


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Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The complete step-by-step training book on how to become world class at Telephone Sales and Appointment Setting. 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 nuggets for you too - after all, we all slip into bad habits and a refresher never hurt anyone Ann Andrews - The Corporate Toolbox I ve known Bruce King for at least 20 years, and can tell you that he always produces material that actually works in the real world and increases your sales and bottom line. This book should not only be part of every salesperson s arsenal, but ought to be in every single business in the UK, not just one copy but one for everyone. Highly recommended! Ron G Holland - Author of The Eureka! Enigma...



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