

## Telephone Sales For Dummies For Dummies Series By Dirk Zeller

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"Synopsis Nearly 100 million Americans (one out of three) purchase goods and services over the phone each year. 'Telephone Sales For Dummies' shows both new and seasoned sales reps, from realtors, insurance agents to telemarketers, how to create pre-call plans and effectively prospect via the phone. Packed with techniques, scripts, and dialogues, this hands-on, interactive guide assists readers with: making cold calls, warm calls, and referral calls, helping them plan and execute openings to create interesting dialogue; ask key questions; develop persuasive presentation techniques; work within the No Call Law parameters; leave effective and enticing voicemails that get results; get past screeners and get quality referrals; find hot leads; and, create callback scripts that close the sale. Buchrückseite Increase your sales and income with proven tactics and strategy Your no-nonsense guide to selling and generating leads by phone Want to be persuasive on the phone? This hands-on, interactive guide is packed with proven techniques for becoming a champion telephone salesperson. You'll see how to make pre-call plans, conquer your sales call fears, prepare a winning script, ask the right questions, overcome objections, and prospect your way to success. Discover how to:\* Make cold, warm, and referral calls\* Get past screeners\* Orchestrate a successful close\* Understand the 'Do Not Call' law Über den Autor und weitere Mitwirkende Dirk Zeller specializes in training and coaching sales people and speaks regularly at industry events. He is the author of the bestselling Success As a Real Estate Agent For Dummies."

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**About the author dirk zeller is one of the world s most published authors on success time management productivity sales and life balance he is the author of ten top selling books including telephone sales for dummies and success as a real estate agent for dummies**

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