

Perfect Phrases For The Sales Call, Second Edition - , William T. Brooks

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How do you get an appointment with a prospect who doesn't accept sales calls? When is the best time to make a presentation? What's the smartest way to handle price objections? This fully revised second edition of Perfect Phrases for the Sales Call provides an arsenal of persuasive language to help you address any challenge you face. You'll find the right phrase to use when prospecting, seeking appointments, meeting customers, making presentations, proving your claims, creating value, and much more. Learn the most effective language for:
Getting past gatekeepers and selling to the decision makers
Presenting your product or service in the best light
Handling objections, stalling, and other delaying tactics
Building trust and cultivating relationships
Author: Brooks, Jeb Author: Brooks, William T. Publisher: McGraw-Hill Illustration: N Language: ENG Title: Perfect Phrases for the Sales Call, Second Edition Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2010-11-10 SKU-13/ISBN: 9780071745048 Category: Business & Economics : Sales & Selling - General

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