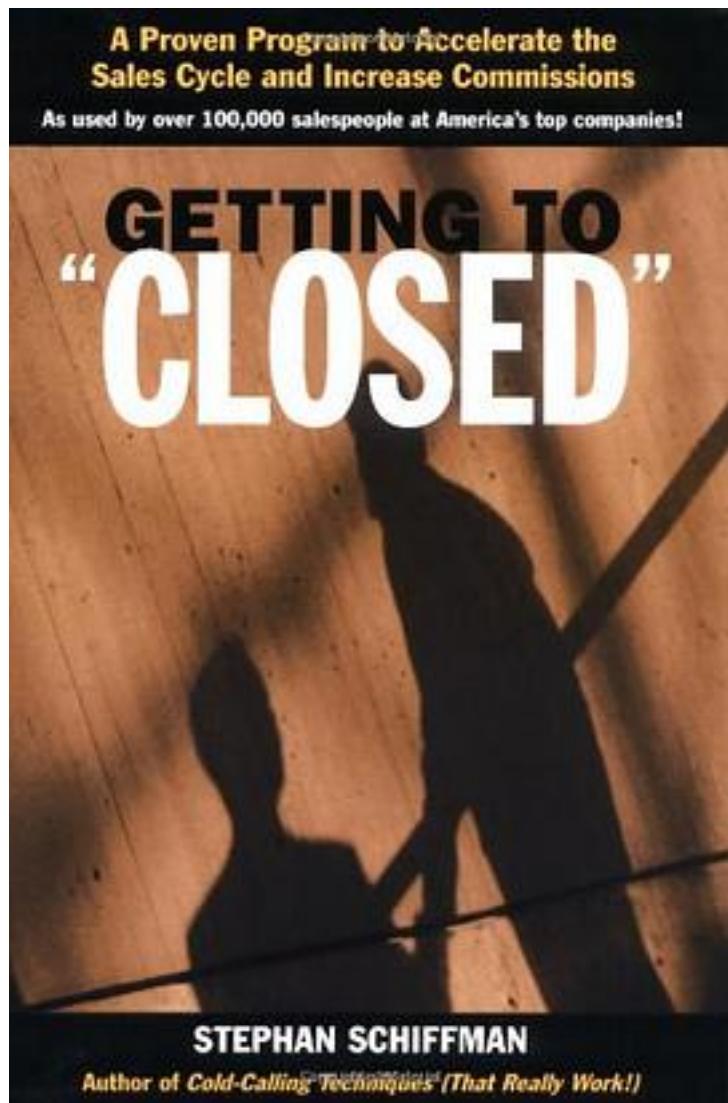


# Getting to 'Closed'



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著者:Stephan Schiffman

出版者:Kaplan Publishing

出版时间:2002-7-15

装帧:Paperback

isbn:9780793153893

Learn effective strategies to turn prospects into revenue-from the nation's leading sales prospecting expert. There's a crisis undermining American business. Salespeople spend far too much time calling and re-calling people who don't know what they want to buy, aren't really interested in buying, or have no authority to buy. Salespeople may think a contact is a "strong prospect" because the person is pleasant on the phone, says a presentation is "interesting," or makes other pleasant, but commitment-free remarks. Salespeople wait for prospects to say the word no before concluding that nothing meaningful is happening with that contact. All too often, salespeople continue investing significant amounts of precious time even after they hear "no." The result is a time management nightmare that invariably leads to income crises and lost productivity, says bestselling author and sales trainer Stephan Schiffman. For the first time, Schiffman shares all the strategies and tools of the ranking system and prospect management process he created to help salespeople at all levels and across all industries. The system builds effective strategies into the daily selling routine and increases revenue almost immediately. In *Getting to "Closed"* salespeople learn how to:

- 1 Carefully define and rank prospects according to action and commitment rather than "gut feeling."
- 1 Recognize "no" answers, even when they don't have the word no attached to them.
- 1 Calculate exactly how many daily cold calls are necessary to hit quarterly and yearly quotas and forecast revenue with breathtaking accuracy.
- 1 Use team selling to rescue "lost" sales and sell at a higher level within the target organization. Many sales books offer general advice on how to turn prospects into customers. Schiffman's proprietary system, which has been implemented by over 100,000 salespeople at companies like Airborne Express, Nextel, WorldCom, Time Warner Cable, and others, is based on real numbers and ratios.

Schiffman delivers a clear and proven action plan that transforms careers and increases real sales.

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