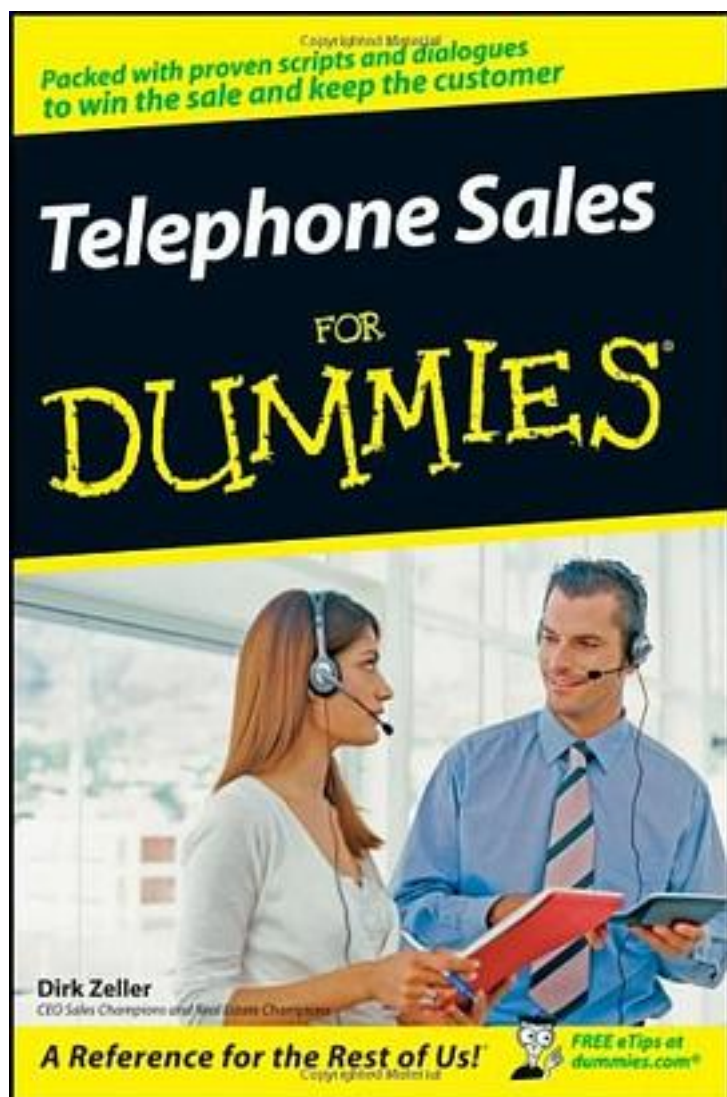


电话销售指南Telephone Sales For Dummies



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在线阅读本书

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.

作者介绍:

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标签

sales,

dummies

英文原版

电话销售

telephone

评论

总体思想很好,在应用到中国市场时,需做一些调整.

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书评

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