



## Selling to Anyone Over the Phone

By Renee P. Walkup, Sandra McKee



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It's a fact: more and more organizations are scaling back on their in-the-field sales operations. Today's sales pros have to build relationships and close deals over the phone in less time than ever before. This fully updated second edition of *Selling to Anyone Over the Phone* is the salesperson's ready-reference guide for generating the kind of product excitement that will ensure callbacks, partnering with gatekeepers and decision makers using personality-matching techniques, and generally boosting success rates.

Including new chapters on using advanced technology (e.g., webinars and teleconferencing) and selling to customers from other cultures and countries, this revised edition features trust-building tips, an invaluable appendix on handling customer complaints, new sample call dialogs, and all the specific, tactical techniques readers need to develop truly exceptional phone skills that will win over even the most reluctant customers.

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## **Selling to Anyone Over the Phone** By Renee P. Walkup, Sandra McKee Bibliography

- Sales Rank: #353968 in Books
- Published on: 2010-09-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 6.00" w x .75" l, .84 pounds
- Binding: Paperback
- 224 pages

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""In a day and age where wireless digital communication devices are everywhere, the telephone remains a primary tool for cementing client relationships and establishing meaningful contact with the prospect. That's why Selling to Anyone Over the Phone is a must-read for the marketer or salesperson. This is the one book that provides the understanding and know-how to successfully work the phone, get to the decision maker, and close the sale. Follow its advice, and you need never fear phone rejection again.""

-- Alf Nucifora, CEO, Nucifora Consulting Group

""This is a must-read. In today's competitive marketplace, Walkup has written the definitive guide for making the phone one of your most valuable tools. Keep this book handy, refer to it often, and your bottom-line will grow.""

-- Mark LeBlanc, Small Business Success, author, Growing Your Business!

""Renee Walkup's principles are critical for all salespeople's success. For sales managers, this book is a MUST. With over 20 years in telecommunications, I can guarantee that her ""TELL ME"" approach will greatly improve your listening skills and generate 30 percent more customer activity, which will put significant money in your bank account.""

-- Norm Shapiro, President, TeleSource Communications, Inc.

""Selling to Anyone Over the Phone is very insightful and an excellent resource that will help any business professional sell and speak confidently in today's competitive business environment.""

-- Michael Gasca, Sr. Manager, iCare Services, SYSCO Corporation"

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