

|                         |   |
|-------------------------|---|
| 1. Record Nr.           | UNINA9910450348803321   |
| Autore                  | Miller William <1955->  |
| Titolo                  | Knock your socks off prospecting [[electronic resource] ] : how to cold call, get qualified leads, and make more money // by William "Skip" Miller & Ron Zemke  |
| Pubbl/distr/stampa      | New York, : AMACOM, c2005   |
| ISBN                    | 1-281-12701-9<br>9786611127015<br>0-8144-2871-1   |
| Descrizione fisica      | 1 online resource (175 p.)  |
| Altri autori (Persone)  | ZemkeRon  |
| Disciplina              | 658.8/72  |
| Soggetti                | Telephone selling<br>Selling<br>Electronic books.   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Includes index.   |
| Nota di contenuto       | Gee, ma, do i hafta? -- Make money easier -- It's all about them -- Turn strangers into customers -- The ole' numbers game -- A winning formula -- Time management I: the proactive sales matrix -- Time management II: the power hour -- Speak the customer's language -- Sell to their values, not yours -- Don't sell stuff, sell solutions -- You sell change -- Execution: the true art of the sale -- Your 30-second speech -- 30-second variations: the opening -- 30-second variations: WIIFM -- Summary and flip -- leaving a message -- Own the process -- Who's driving -- Transfer of ownership: internal and external dragons -- It's about time -- Summary, bridge, pull -- Handling no: which no is that? -- Call #2: second 30-second speech -- Trip-Tik -- Two paths: value vs. solution -- Putting the cart before the horse -- It's all about you. |
| Sommario/riassunto      | Another ""knockout"" in the grand tradition of Knock Your Socks Off Service!  |