

1. Record Nr.	UNINA9910679897903321
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Titolo	Telephone tactics // Graham Roberts-Phelps
Pubbl/distr/stampa	London : , : Thorogood, , 2002 ©1999
ISBN	1-85418-592-6
Descrizione fisica	1 online resource (222 p.)
Disciplina	651.73
Soggetti	Telephone etiquette Telephone in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Introduction; Remember!; Contents; Section 1: Telephone tactics for customer satisfaction; The telecommunications revolution; Creating a positive impression; Master the basics; Effective telephone guidelines; Advanced telephone rapport; Structuring a telephone call; Telephone skills assessment; Gathering information - key skills; Turning customer problems into opportunities; Confirming - key skills; Difficult situations - key skills; Dealing with angry customers; Assertiveness on the telephone; Telephone skills - best practise summary; Customer service - application assignments Section 2: Gaining appointments by telephoneThe importance of proactive prospecting; Sales is a numbers game; The most important step in the sales process; Ten top tips on making appointments; Making appointments: planning and preparation; Getting past gatekeepers; How to structure a call; Cold-calling blues; 'Warm-calling': A three-step method to increase your sales; Ideal appointment times; Example call; Prospect tracking; Appointments - application assignments; Section 3: Achieving better sales results on the telephone; How to get even better sales results; Customer focus Selling and customer serviceAn introduction to selling on the telephone; Structuring a sales call; Preparation, organisation and planning; Converting incoming calls into sales; Outgoing calls - working a list; Personal organisation; Voice projection; The sales call; The voice that sells; Telephone sales questioning techniques; Features

and benefits (FAB); Developing FAB statements; People buy for different reasons; Handling objections and questions; Overcoming objections; Closing the sale; Ending the call; Telephone selling - application assignments; Section 4: Credit collection by telephone
Introduction Calculating the real cost of bad debts; Prevention is better than cure; Organising credit management; Types of question; Collection letters; Debt collection - application assignments

Sommario/riassunto

A comprehensive guide to using the telephone in business that features examples of best practice, and advice on how to use it for selling, gaining appointments and the recovery of debt in a credit collection situation.
