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Nota di contenuto	Telephone Sales For Dummies; About the Author; Dedication; Author's Acknowledgments; Contents at a Glance; Table of Contents; Introduction; About This Book; Conventions Used in This Book; What You're Not to Read; Foolish Assumptions; How This Book Is Organized; Icons Used in This Book; Where to Go from Here; Part I: Picking Up on Telephone Sales; Chapter 1: Calling All Sales Professionals!; Chapter 2: Thriving as a Telephone-Sales Pro; Chapter 3: Brave New World: The Laws of Telesales Land; Part II: Laying the Groundwork for Telephone-Sales Success Chapter 4: Doing Your Homework for A-Plus Calls Chapter 5: Prospecting Your Way to Success; Chapter 6: Conquering Sales Call Aversion; Chapter 7: Investing Your Time Wisely; Part III: You Make the Call!; Chapter 8: Getting Past the Gatekeeper; Chapter 9: Opening Your Sales Call with Ease; Chapter 10: Getting Out of the Answers and Into the Questions; Chapter 11: Mastering the Art of Listening and Silence; Chapter 12: Executing Powerful Presentations; Part IV: Going for the Close; Chapter 13: Overcoming Objections; Chapter 14: Orchestrating a Successful Close Chapter 15: Moving Forward When You Don't Land the Sale Part V: Increasing Your Sales; Chapter 16: Exploding Your Earnings through

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Sommario/riassunto

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 N
