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Titolo	Knock your socks off prospecting : 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 9786611127015 0-8144-2871-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (175 p.)
Altri autori (Persone)	ZemkeRon
Disciplina	658.8/72
Soggetti	Telephone selling Selling
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!