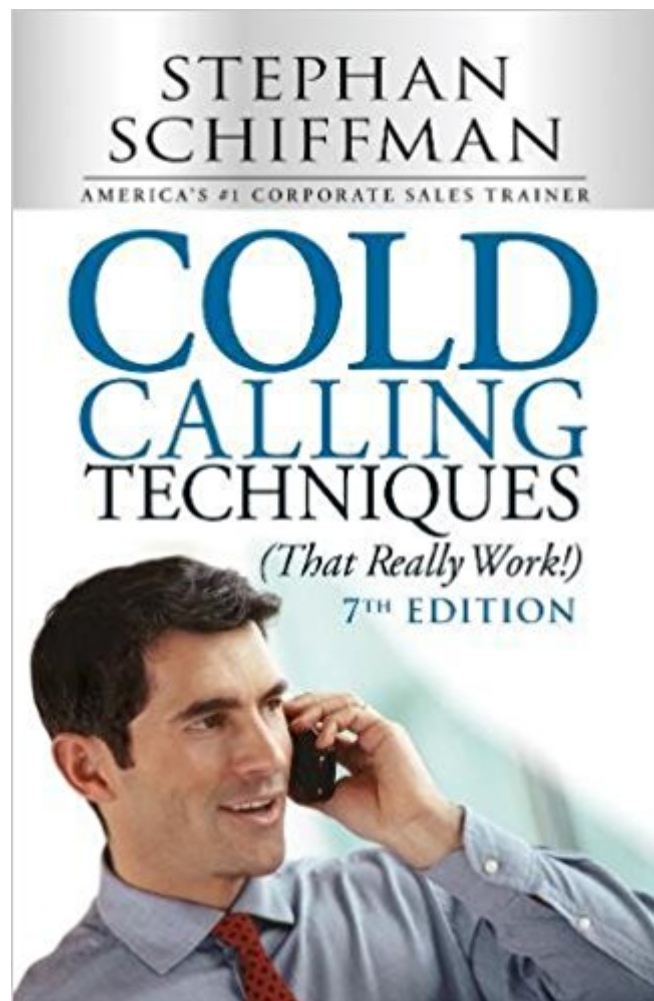


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Cold Calling Techniques (That Really Work!)



Synopsis

The definitive guide to cold calling success! For more than thirty years, Stephan Schiffman, America's #1 corporate sales trainer, has shown millions of salespeople how to close a deal. In this newest edition of *Cold Calling Techniques (That Really Work!)*, he'll show you why cold calling is still a central element of the sales cycle and where to find the best leads. Updated with new information on e-mail selling, refining voice-mail messages, and online networking, his time-tested advice includes valuable discussion points that you'll need to cover in order to effectively present your product or service and arrange a meeting. Schiffman teaches you how to use his proven strategies to: Turn leads into prospects Learn more about the client's needs Convey the ability to meet the client's demands Overcome common objections With *Cold Calling Techniques (That Really Work!)*, 7th Edition, you'll watch your performance soar as you beat the competition and score a meeting every time!

Book Information

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Customer Reviews

Stephan Schiffman has trained more than half a million salespeople at such firms as AT&T, Chemical Bank, and U.S. Healthcare. He is the author of numerous bestselling books, including *Closing Techniques (That Really Work!)* and *The 25 Habits of Highly Successful Salespeople*. He lives in New York City. You can visit his website at www.steveschiffman.com.

For those who never have worked on the "selling" business, or for those who see their work completely stalled, or for those who are trying to shine in their selling career, this is THE BEST

BOOK about "Cold Calling" that I have seen. It breaks the process into tiny pieces, with perfect explanation on every step, and key elements to care and truly important advice to check. Even a few as simple as using a mirror, or calling standing up, seeming so "mundane" in practice are so important. Nothing in this book is a waste. Truly a gem. I recommend it, HIGHLY.

I heard about this book from a friend that owns a call center booking appointments for contractors. He highly recommended this book and despite its outdated cover (we all judge books by their cover right to at least a small degree?), I purchased it and was blown away. This is THE book I've designed and built my cold calling process around. Best book on cold calling tactics, cold calling tricks, and cold calling training I've found - and highly recommend (ie. paid my virtual assistant) to work his way through this book.

This book was great in helping me figure out how to cold call. I am in my first sales position and cold calling was certainly a weakness. This book helped me make appointments, ask follow up questions, and better understand and meet the needs of those I am contacting.

I first read this book around 1985. With the aid of these skills-I became one of the top reps at Velobind. I've purchased updated editions over the years and used the materials to train my reps (when I was a manager). I recently started a new job and needed to kick start my prospecting--read the book in one day and I've already started getting meetings. Steve's process is simple and proven. While I don't agree with everything in this new edition--I'm not going to let that get in the way of the 99% of the book that is ROCK SOLID.

Steve's methods are reality-based and smart; moreover, they work! We all get out of things what we put into them. If you put in the time and effort, and follow Steve's advice to the letter, you will get where you want to go. The only way that won't happen is if you get hit by a bus at some point along the way. So in summation, read this book, stay positive, follow Steve's advice, take action, and always look both ways when crossing the street. (-:

While a few minor pieces of this are more specific, the bulk of this information is very easy to read and generic enough that you can easily apply this to any sales job. As someone that has recently entered sales from a medical profession, this book made the idea of working in sales far less intimidating and gave me many ideas that I can implement into my business.

Probably the best fundamental book on cold calling there is out there. No need to devour countless books on cold calling. Simply build your approaches around what this book teaches and use it. Don't overthink, just use it and do it.

nice book...great vendor

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