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You Can Sell Anything

YOU CAN SELL ANYTHING BY TELEPHONE!

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Synopsis

Tips and techniques for selling products and services on the telephone! This book shows you how to profit in the growing telemarketing boom. It is the most sophisticated telemarketing guidebook available. Written in a lively way, this book will sharpen your skills immediately.

Book Information

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Customer Reviews

The title hooked me, which is why I read the book. I am usually very skeptical of such effective titles because they are often dreamed up by the publisher's marketing department (which may not have even read the book). In this case, I was pleasantly surprised to find that the premise was followed through effectively in the book. I personally do not like to conduct business on the telephone. I even try to do teleconferences rather than telephone calls, so we can see each other. I found myself challenging my long-held preferences after reading this book. I had never thought about how much of my time it would save if I conducted more of my business by telephone -- especially with clients who like conversations as one of their preferred ways to learn. I also had not thought about how much elapsed time is saved, which is important in our ever-speeding-up world. Third, I had not considered how many more ways of testing new services I could do this way. Now, all of that

thinking did lead to another thought that the book did not address: Is Internet marketing an opportunity to take the telephone one step further? Since the book was written long before there was an Internet, we can't find out. But it did seem to me that many of the lessons in this book could be applied to the Internet. I plan to try. Here are the topics covered in the book: (1) examples of the full range and variety of things that have been successfully sold on the telephone (yes, there was a salesman who sold 20 percent of his Rolls-Royces by telephone).

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