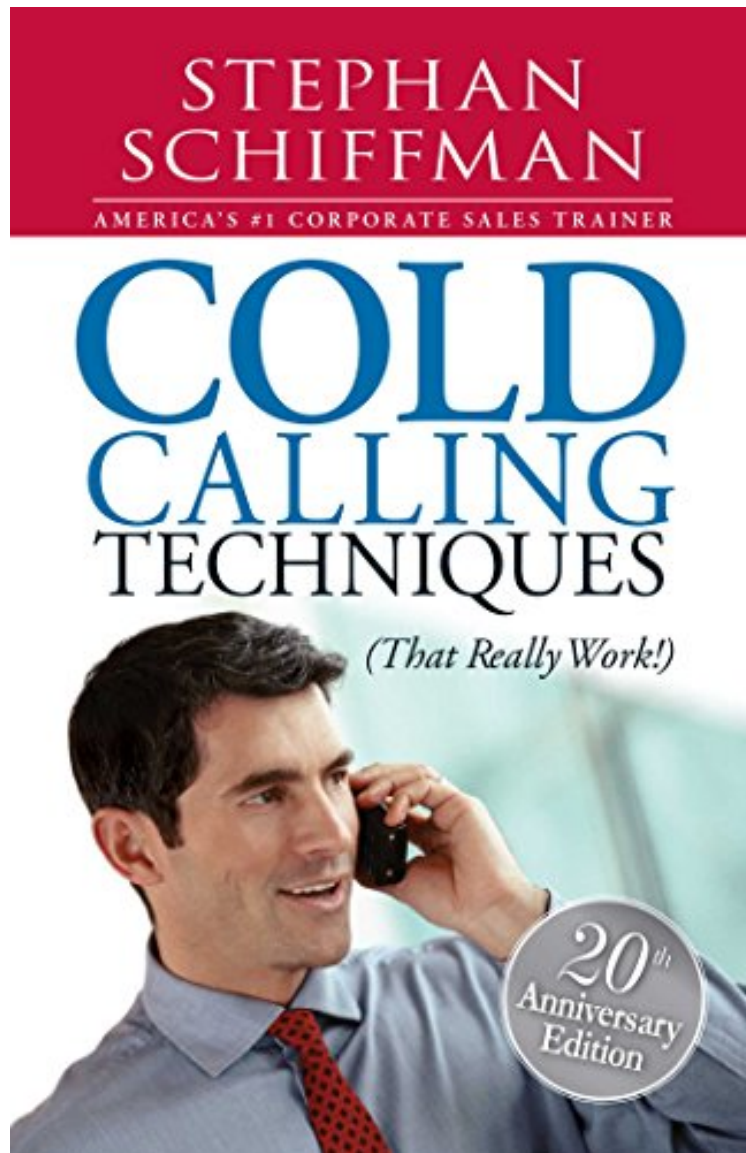


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Cold Calling Techniques: That Really Work

Stephan Schiffman

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Stephan Schiffman : Cold Calling Techniques: That Really Work before purchasing it in order to gage whether or not it would be worth my time, and all praised Cold Calling Techniques: That Really Work:

2 of 2 people found the following review helpful. The single best book on phoning techniques in existenceBy NYC4meI built my financial practice with many of the skills found in this book. I cannot recommend it highly enough as the most accurate, most succinct and most powerful book on the market to teach people how to open up relationships and opportunities over the phone with people you don't previously know. People generally fear cold-calling, and often rightly so. But like everything in our line of work, success is a matter of better skill matched with the

right kind of hard work. Too many people do the work without the skill - and that does work - but doing the right hard work with the right skills will at least quadruple your results. This book did that for me. I can't give high enough praise for this book when its insights are implemented. Tremendous piece.

1 of 1 people found the following review helpful.
Great Resource, Easy Read, Clarity in Purpose
By A. Howerton
I'm new to sales and purchased this book to introduce myself to the art of cold calling. I'm currently reading just about anything I can get my hands on but I enjoy Schiffman's material because it is simple, clear and to the point. Along with that, Schiffman has a simple approach to sales that echoes my own personal values about honesty and integrity. This book focuses heavily on how to have conversations during the calls and less on how to prepare for the call outside of having a workable script. Sales is not a game... it's a profession and career. Schiffman ultimately wants to encourage his readers to adopt that attitude. His advice gives basic and practical tips on that can help change how you think about what you're doing. With this resource, you'll find more success because you'll have an approach that lets you work within your strengths while identifying your weaknesses. If you selling anything over the phone, you will find some value in this quick read and as an ongoing reference.

I purchased the Kindle edition and had no problems with my experience.

1 of 1 people found the following review helpful.
Warming up the Cold Call
By David
As a lifetime salesman, I have embraced the cold call...still not my favorite activity, but it is foundational and necessary for success in almost any type of sales career. This book breaks down the probability of hitting your goals to a numbers game. X number of calls will generate X number of prospects. A close rate of X on X number of prospects will equal X amount of sales. It's true and just that simple. The straightforward approach in the book to "doing the work" both in preparation and execution are not revolutionary or even surprising. The value received from the book is as follows:-The steps before the call in planning what you will say-The targets that you will call-The rebuttals that you will use when challenged-The art of closing-The number of numbers that you will need to dial in a prepared manner

The author is honest in his approach, steadfast in his work ethic, and confident in his approach leading to success. Everyone in sales should embrace these concepts, not gimmicks, and give them a solid test before discounting their value.

Follow the advice of Stephan Schiffman—America's #1 Corporate Sales Trainer—and take your career to the next level. This special anniversary edition of his perennial bestseller, *Cold Calling Techniques (That Really Work!)*, provides you with all of the right tools for turning prospects into meetings, and meetings into big sales. This easy-to-follow guide helps you beat today's cold calling obstacles, such as voice mail, cell phones, and e-mail. Schiffman's professional experience and corporate wisdom guarantee your future success. The anniversary edition of *Cold Calling Techniques* packs in plenty of potential leads to help you hunt down more business. Give yourself the edge. *Cold Calling Techniques* is the one book you need to make your sales opportunities better, pitches stronger, and commissions greater.

"The book every CEO needs to read." (Mark Cuban Recommends Inc.com)

About the Author
Stephan Schiffman has trained more than 500,000 salespeople at such firms as ATT, Chemical Bank, and U.S. Healthcare. He is president of D.E.I. Franchise Systems, Inc., and author of numerous bestselling books, including *Closing Techniques (That Really Work!)* and *The 250 Sales Questions to Close the Deal*. He lives in New York City.