



Guerrilla TeleSelling: New Unconventional Weapons and Tactics to Sell When You Can't be There in Person

By Smith, Mark S. A.; Wilson, Orvel Ray

Wiley, 1998. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: GETTING READY FOR BUSINESS. Why TeleSelling? What Makes Guerrilla TeleSelling Unique? Setting Goals and Objectives. How to Stay Motivated. Preparing Your TeleSelling Workspace. Controlling Interruptions. Managing Pressure and Stress. Your TeleSelling Voice. Greeting Inbound Calls. Increase Your Caller's Satisfaction. Developing an Effective Script. Lead Management Systems. Whom to Call? GUERRILLA TACTICS THAT GET THE BUSINESS. Opening Moves. Getting Through Voice Mail. Questioning and Qualifying. The 37 Magic Selling Questions. Presenting Your Proposal. Ask for the Order. Dealing with Objections. Serve to Sell Again. MANAGING A TELESELLING DEPARTMENT. Finding the Right People. Measuring Your Success. CREATING YOUR TELEPRESENCE. Creating a Guerrilla Marketing Calendar. Staying in Front of the Customer. Make Your Sales Letters Sizzle. Just the Fax. Creating Effective Newsletters. Become an Author and an Authority. Electronic Brochures. Marketing Yourself On-Line. Videoconferencing and Other Modern Miracles. Appendix. Bibliography. Index.



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