



Telesales Tips From The Trenches: Secrets of a Street-Smart Salesman

Joe Catal

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This 217-page book is for anyone who ever has to call a total stranger who has never heard of you or your company, and you're trying to ask him for money, an appointment, or get an information package in his hands on the initial call.

It's for the person whose paycheck is dependent upon producing sales. It gives hundreds of ideas and concepts showing you how to sell in a systematic and intelligent manner, learned from years of selling in the trenches. What you read today, you use today. No filler, just time-tested technique after technique.

See three actual chapters from the book on voice mail, screeners, and opening statements.

If your competition reads this book and you don't, you or your sales force won't stand a chance. This is a must read for anyone who wants to know what the top sales reps are doing by phone.

Here Are Just a Few of the Hundreds of Tips

- How to write an effective opening
- Answers for any type of objection
- Callback scripts that close the sale
- Leaving voice mails that get results
- How to find hot leads
- Selling on the inbound call
- How to get quality referrals
- Sure-fire closing techniques
- How to steal accounts
- How to get past screeners
- Great questions to ask
- How to prospect painlessly
- Selling large accounts
- Why you should raise your prices 25%

And much more!

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