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Smart Selling on the Phone and Online: Inside Sales That Gets Results

Josiane Chriqui Feigon

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Inside Sales That Gets Results

SMART SELLING ON THE PHONE AND ONLINE



JOSIANE CHRIQUI FEIGON

Foreword by Jill Konrath, author of *Selling to Big Companies*

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Josiane Chriqui Feigon : Smart Selling on the Phone and Online: Inside Sales That Gets Results before purchasing it in order to gage whether or not it would be worth my time, and all praised Smart Selling on the Phone and Online: Inside Sales That Gets Results:

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of reviewBy Jim R.This was a good book. I took a lot from it. There are a lot of good points but it was about 85 pages too long. She ends up repeating herself. Sometimes less is more. One thing she does say in here is to write killer emails with killer subject headings. Follow up at least nine times before quitting, and make sure that your emails and phone calls follow closely to one another. I tried this and it has actually been working very well for me.0 of 0 people found the following review helpful. Candid and Accurate Sales 2.0 InstructionBy Jef DiamondIf you are getting started in sales, new to sales 2.0 environment, or needing to develop a good list of techniques and training...this book delivers. Very in-depth, well written analytical discussions on the entire sales cycle: introductions, voice mail and email techniques, navigating new companies and identifying decision makers, handling objections, and closing. "Smart Selling" is by far the most helpful contemporary sales training guide I have read to date.A rather easy read with appropriate focus topics that really break down harder subjects into appropriate steps such providing rebuttals for popular objections, how to present, and keeping a healthy sales funnel. The chapter summaries are great to outline and present to your sales staff. Also supplied are office personalities that we can relate the subject matter to our own experiences. This book has evoked very helpful strategy and tactics discussions.Bottom line: if you need help in your sales approach, this is a smart buy.

The 800-CEO-Read Business Book Awards of 2009 In the sales category - short list The world of selling keeps changing, and inside sales professionals are on the front line. More than ever, they need powerful tools to open stronger, build trust faster, handle objections better, and close more sales. Based on the author's TeleSmart 10 System for Power Selling, Smart Selling on the Phone and Online pinpoints the ten skills essential to high-efficiency, high-success performance. Sales professionals will learn how to: - Overcome ten different forms of "paralysis" and reestablish momentum - Sell in sound bites, not long-winded speeches - Ask the right questions to reveal customer needs - Navigate around obstacles to get to the power buyer - Prioritize and manage their time so that more of it is spent actually selling - And more Combining an accessible text with clear graphics and step-by-step processes, Smart Selling on the Phone and Online will help any rep master the world of "Sales 2.0" and become a true sales warrior!

The 800-CEO-Read Business Book Awards of 2009 In the sales category ndash; short list ldquo;From learning quick sound bites that capture customer attention to navigating common obstactles to successhellip;for anyone interested in better sales.rdquo; -- Midwest Book "hellip;comprehensive training manual, taking the tried-and-true phone selling skills and adding the latest Internet marketing tips.rdquo; ndash; Houston Business Journal ldquo;Extremely easy to read and comprehend...an excellent primer offering a banquet of ideas on inside selling.rdquo; --Inland Empire Business Journal "While the book is geared towards inside sales professionals, I promise yoursquo;ll find it good to refresh your skills.rdquo; -- Life Insurance Selling magazine From the Back Cover Yoursquo;re an inside sales pro: on the front lines in your businessrsquo;s battle for dominance, riding the crest of the wave of Sales 2.0 change, and fighting to be heard by todayrsquo;s busy, opt-out prospects. You need to find the power players, get their attention on the phone and online, and close dealsmdash;fast. Josiane Feigonrsquo;s robust and comprehensive TeleSmart 10 System for Power Selling helps you do all that and more. Built on 10 easy-to-learn, must-have skills keyed to the sales cycle, the simple, step-by-step processes in Smart Selling on the Phone and Online will help you: mdash;Beat ldquo;sales paralysisrdquo;mdash;once and for all! mdash;Learn the quick sound bites that snap prospects to attention! mdash;Ask the questions that reveal real customer needs! mdash;Navigate around obstacles and gatekeepers to get to decision makers and power buyers! mdash;Spend more time doing what you do bestmdash;sellingmdash;and drop those tedious, no-reward activities! mdash;Turn frustration into successmdash;and sales! Ready to become a true inside sales warrior? Read Smart Selling on the Phone and Onlinemdash;and master the world of Sales 2.0! Advance Praise for Smart Selling on the Phone and Online: ldquo;To succeed in todayrsquo;s tough sales environment, working harder isnrsquo;t enough. You need to work smarter; you need Smart Selling on the Phone and Online. Josiane Feigon is the consummate expert on selling by phone. No matter what your sales challenges are, shersquo;ll guide you every step of the way from finding the decision maker to closing the sale. Keep this book by your phone!rdquo; mdash; C.J. Hayden, author, Get Clients Now!trade; ldquo;If inside sales is part of your sales model, or if you want it to be, you need this book. Josiane Feigon shows real-world, in-the-trenches strategies and techniques that will help you win more business using the phone.rdquo; mdash; Art Sobczak, President, BusinessByPhone.com Josiane Chriqui Feigon is President and Founder of TeleSmart Communications, a global training and consulting company specializing in inside sales. The author of the popular Cubicle Chronicles blog, her articles have appeared in Selling Power, Call Center Magazine, and other industry publications. Ms. Feigon lives in San Francisco. About the Author JOSIANE CHRIQUI FEIGON (San Francisco, CA) is President and Founder of TeleSmart Communications, a global training and consulting company specializing in inside sales. She is the author of the blog TeleSmart, and her articles have appeared in Selling Power, Call Center Magazine, and other industry publications.