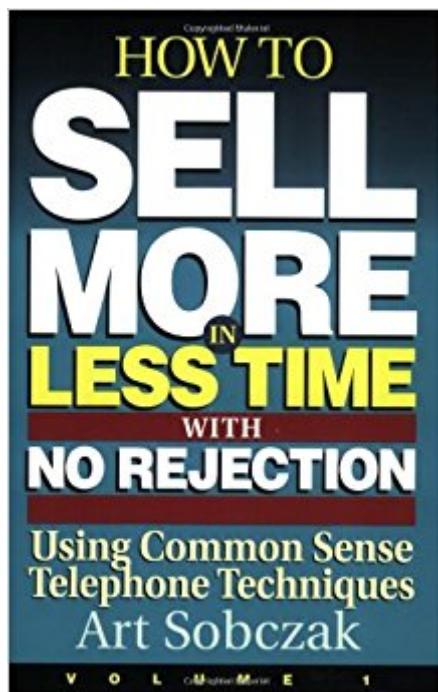


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# How To Sell More, In Less Time, With No Rejection : Using Common Sense Telephone Techniques, Volume 1



## Synopsis

If your income and career relies on getting prospects and customers to agree with you by telephone, this book will help you do better, faster, and without that self-defeating rejection that causes so many salespeople to avoid the phone. From generating leads, all the way to closing sales and managing accounts by phone, this 220-page paperback is jammed with proven word-for-word ideas you can use right now to close more sales! Art Sobczak, veteran salesperson, editor of the international TELEPHONE SELLING REPORT sales tips newsletter, and trainer of thousands of professional sales reps shares time-tested, word-for-word ideas you can use right now to take the pain out using the phone in cold calling, qualifying, managing accounts, negotiating, and selling. Guaranteed. What you won't get is the old-school, hard-sell mumbo-jumbo based on memorized techniques and trickery that no one actually likes to use, and creates resistance anyway. You will get conversational, easy to adapt ideas that are based on common sense psychological principles that always have the customers best interest in mind. After all, the only way to sell professionally is to help people buy not back them into a corner like a caged lion ready to lash back. Here's just a small sample of the hundreds of ideas you'll get in this book: how to avoid asking dumb questions that cause resistance, and how to ask pain-reminding ones that help them think about needing and wanting your product/service instead, tons of word-for-word examples of how you can grab the interest of prospects and customers within the first 15 seconds, drawing them into the conversation, and how to avoid putting them on the defensive, exactly what to say to screeners and on voice mail so you can get to your buyer more quickly, and get valuable information which will help you sell to them, over 25 specific examples of how to question objections to help vaporize them; better yet, specific ways to avoid creating objections! what to do and say at the end of a call so you've got something more intelligent and action-inducing to say than So, what do ya think? on the follow-up. You'll get 40 meaty chapters, sectioned into topics such as Planning Your Call, Getting to Decision Makers, Interest Creating Opening Statements, Selling With Questions, Closing for Commitment, Addressing Objections, Prospecting, Self Motivation, Teletips, and more. Order today, and increase sales!

## Book Information

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## **Customer Reviews**

Anyone who has read *Teleprofessional* for any length of time knows that Art Sobczak knows how to get to the heart of the most common telephone sales challenges. I would place money on the fact that both the novice telephone rep and a seasoned veteran will find chapter after chapter of this book directly applicable to their situation. Forty hot sections that you can read sequentially, or in a hop-around mode, each in Arts folksy, friendly style. There is no haranguing, complex theories or obtuse procedures. The book is full of common sense techniques and approaches that are as comfortable to put on as an old pair of slippers. If telesales is your work, you can't do better than taking a few tips from the master... and Art Sobczak is an acknowledged master at the game. I can't wait for Volume 2. -- *Teleprofessional Magazine*, May, 1995

Art Sobczak, President of Business By Phone Inc., specializes in one area only: working with business-to-business salespeople--both inside and outside--designing and delivering content-rich programs that participants begin showing results from the very next time they get on the phone. Audiences love his down-to-earth, entertaining style, and low-pressure, easy-to-use, customer oriented ideas and techniques. He works with thousands of sales reps each year helping them get more businesses by phone. Art provides real world, how-to ideas and techniques that help salespeople use the phone more effectively to prospect, sell, and service, without morale-killing rejection. Using the phone in sales is only difficult for people who use outdated, salesy, manipulative tactics, or for those who aren't quite sure what to do, or aren't confident in their abilities. Arts audiences always comment how he simplifies the telesales process, making it easily adaptable for anyone with the right attitude. Since 1984 Art has written and published the how-to tips newsletter, *TELEPHONE SELLING REPORT*, subscribed to by over two thousand companies worldwide. Art is a prolific producer of learning resources on selling by phone. He authored the audio-tape training

program, Ringing Up Sales, published by Dartnell. His video program is Getting Through to Buyers . . . While the Others are Screened Out. He wrote the books, How to Sell More, In Less Time, With No Rejection, Using Common Sense Telephone Techniques--Volume 1, and Volume 2, and Telephone Tips That SELL!--501 How-to Ideas and Affirmations to Help You Get More Business By Phone, which was released as a book, an audio program, and computer screen saver. Arts how-to ideas and tips appear regularly in the print and electronic media. He has written a regular column for Teleprofessional magazine for 12 years, also writes one for Selling! newsletter, and is frequently quoted in Selling Power, Bottom Line Business, Sales and Marketing Management, and numerous trade publications. He holds the popular Telesales Rep College two-day public training seminars nationwide, and also customizes the program for on-site, in-house delivery. Art also delivers how-to programs on effective telesales ranging from one-hour to several days. Clients include IBM, AT&T, Ameritech, Hewlett Packard, Norfolk Southern, Baxter Healthcare, and other companies and associations in virtually all business-to-business industries. His speaking and training reputation has been built as someone who knows what works and what doesn't in telesales because he's done it (corporate telesales positions with AT&T Long Lines and American Express), and still does it. He also conducts extensive research to customize his programs, listening to tapes of actual sales calls of client reps in order to learn the language of the industry, company, and strengths and weaknesses of sales reps and strategies.

Good sales people educate their customers. Great sales people educate themselves. Good investment. I have some of his audio's. Guy knows how to work a phone like no one else. Some stuff I don't agree with as with any sales methodology/philosophy but mostly I'm on board with it and banking from some of the knowledge. Get a lot of sleep. (my number 1 rule that can increase sales) sounds simple you still won't do it though.

Easy and Smart read. Highly recommended. It's really a course on how to and it covers selling very well.

Great book for anyone doing sales over the phone or face to face gets straight to the point makes up for the general lack of training most companies invest in at the end of the day if you want to be successful it's all down to your effort this book will show you the way the rest is down to YOU.

Good book in the typical Sobczak style

I am a very systematic person and wanted to make sales scripts for a lot of generic cold calling. This book did just that. The best book I have read on cold calling[...]

Good tips to use in here. I would fully recommend it. There is no doubt in my mind how good it is.

A great no "BS" book to read. Author keeps reader involved and attentive. Already applied lessons learned and felt confident about presentation. Great buy here at .com

I read a lot of books and at the moment my current interest is in sales. This book teaches you one thing - sell by questioning and then providing the solution! It is that simple to sell really! After reading it I gave copies of the book to all our salespeople and results are improving...

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