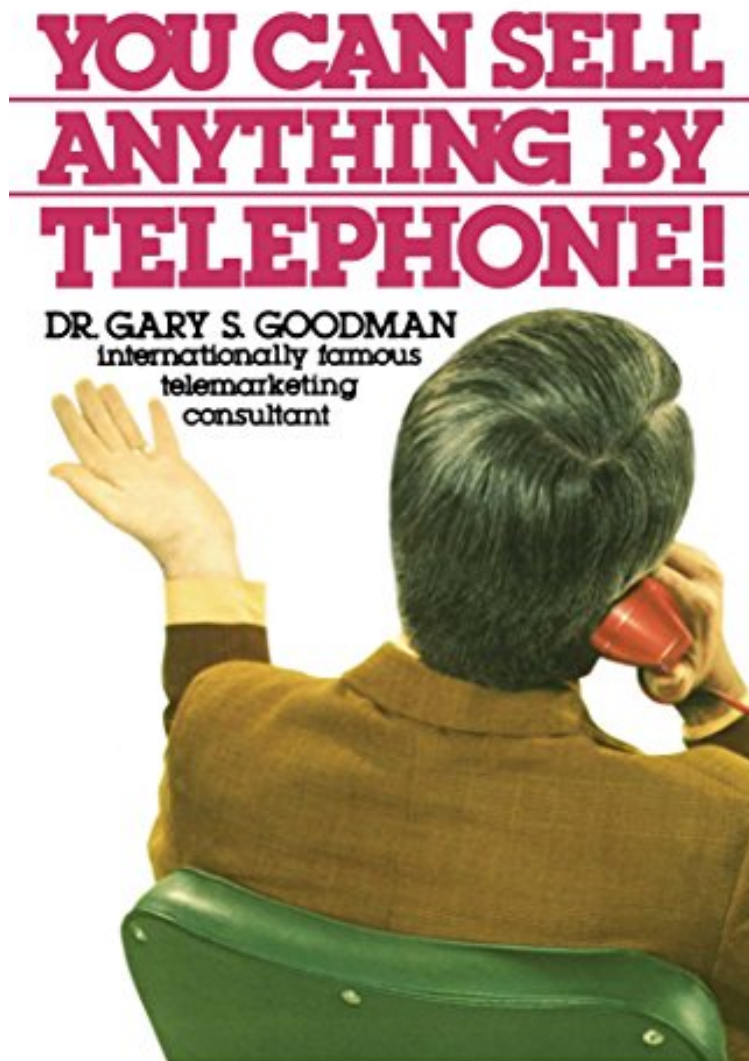


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You Can Sell Anything

Gary Goodman

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Gary Goodman : You Can Sell Anything before purchasing it in order to gage whether or not it would be worth my time, and all praised You Can Sell Anything:

8 of 8 people found the following review helpful. Interesting and Effective Premise -- Try It!By Donald MitchellThe title hooked me, which is why I read the book. I am usually very skeptical of such effective titles because they are often dreamed up by the publisher's marketing department (which may not have even read the book). In this case, I was pleasantly surprised to find that the premise was followed through effectively in the book.I personally do not like

to conduct business on the telephone. I even try to do teleconferences rather than telephone calls, so we can see each other. I found myself challenging my long-held preferences after reading this book. I had never thought about how much of my time it would save if I conducted more of my business by telephone -- especially with clients who like conversations as one of their preferred ways to learn. I also had not thought about how much elapsed time is saved, which is important in our ever-speeding-up world. Third, I had not considered how many more ways of testing new services I could do this way. Now, all of that thinking did lead to another thought that the book did not address: Is Internet marketing an opportunity to take the telephone one step further? Since the book was written long before there was an Internet, we can't find out. But it did seem to me that many of the lessons in this book could be applied to the Internet. I plan to try. Here are the topics covered in the book: (1) examples of the full range and variety of things that have been successfully sold on the telephone (yes, there was a salesman who sold 20 percent of his Rolls-Royces by telephone). (2) how to come across positively on the telephone (examples in here establish how perceptions are influenced by auditory signals, especially tone and speed of voice -- basic Neuro-Linguistic Programming for those of you who know that subject). (3) developing a patterned sales presentation for use on the telephone. (4) a detailed description of the most effective telephone sales process. (5) special help with telemarketing issues (handling rejection, telephone fear, shyness, etc.). (6) model responses for objections. I found the best part of the book were the scripts (and the analysis of why they work). I also found weaknesses in them. You simply may not be comfortable with some of them. If you are not comfortable, you won't be convincing. The book could be improved a lot by suggesting ways for you to customize these scripts to fit your own situation better without losing the power of the reasons why they work. Another great part of the book was the list of beliefs that you should use to replace your misconceptions about telephone selling: Anything can be sold by telephone; it is easier than you think; one good phone call can be worth 100 personal meetings; there's no difference between selling tangibles and intangibles on the telephone; businesses are more similar than different when it comes to telephone selling; it is often easier to sell big ticket items by telephone; you can sell in a single call; telephone communications can be as satisfying as face-to-face selling; and every phone call represents a closing opportunity. On the other hand, our firm has had many people in roles that required calling strangers. Almost everyone finds this daunting, and many people never become comfortable with that. Clearly, the author doesn't feel that way. I suspect most people will need more help in that direction than this book provides. The author makes a strong claim in the beginning that I feel he carried through on: "Every idea has been tested across all major industries, and I can promise you that you'll be able to put these ideas to work right away." The book is all about being more engaging, having an infectious positive attitude, listening better, being more persuasive, having more respect for your telephone contact, and being more helpful. Those are good lessons whether one is on the telephone or not. Like me, you may find other places to apply these ideas. Have a good time selling! 3 of 3 people found the following review helpful. Great Sales Training Book! By Vlad M This book provides telemarketing professionals and anybody who needs to sell or prospect over the telephone with the detailed, step-by-step techniques leading toward financial success. Its strength is in being exceptionally concise and up to the point. It tells you what words to use, and which ones to avoid. It gives you great, exact sentences that prevent customer's resistance, win his or her appreciation of yourself and your call. It is a hands-on handbook of success. 5 of 5 people found the following review helpful. Great! By lazracing@aol.com (LAZ, like jazz) If you use a phone to communicate with people... You are engaged in sales. Asking for information, planning a lunch time, trying to get an interview, etc. In brief clear terms, this book shows you what really happens when you "work" the phone. Personally, this book sat on my desk every day for three months. During that time I went from an average sales person, to the only person at my company doing 300% of quota. Why am I looking at it today? Over the past 15 years I haven't just suggesting this book to associates - I hand it to them.

Tips and techniques for selling products and services on the telephone! This book shows you how to profit in the growing telemarketing boom. It is the most sophisticated telemarketing guidebook available. Written in a lively way, this book will sharpen your skills immediately.

From the Back Cover This book shows you how to profit in the growing telemarketing boom. It is the most sophisticated telemarketing guidebook available. Written in a lively way, this book will sharpen your skills immediately. About the Author Dr. Gary S. Goodman is the creator of "Best Practices in Negotiation," a top-rated course that he conducts at U.C. Berkeley and UCLA Extension, and on a custom basis, for corporations and organizations, worldwide. He is author of more than a dozen books, including Dr. Gary S. Goodman's 77 Best Practices In Negotiation.