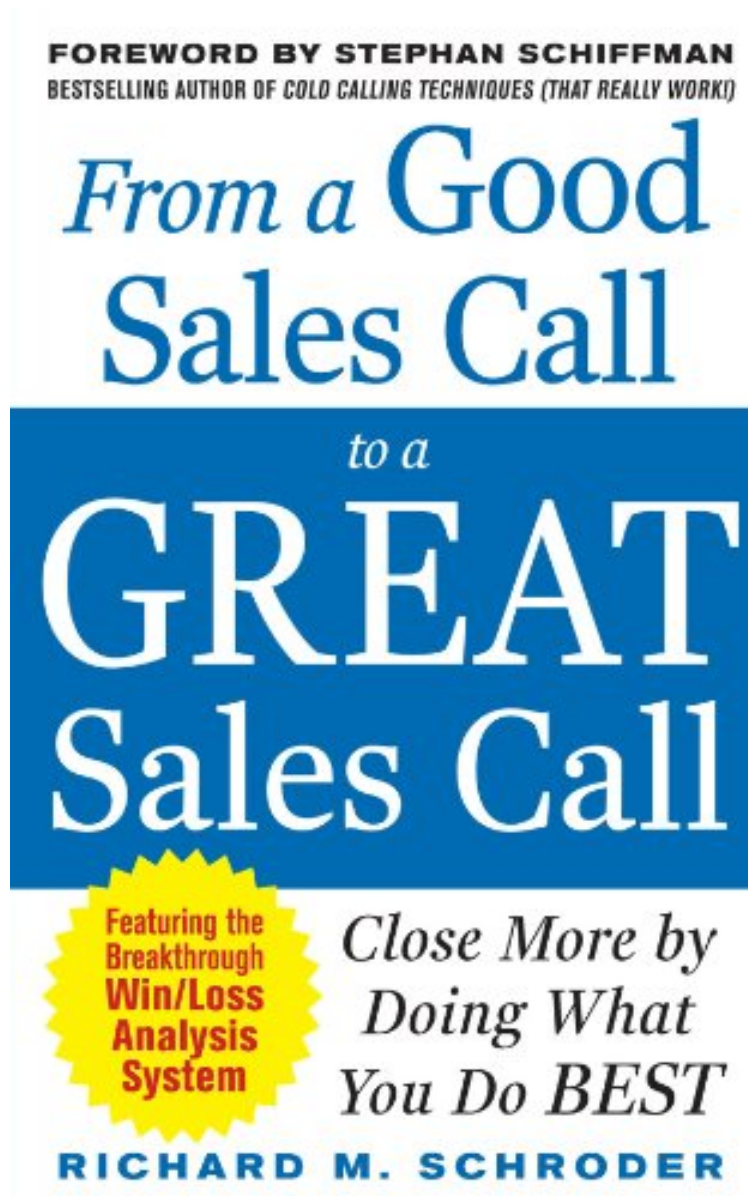


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From a Good Sales Call to a Great Sales Call: Close More by Doing What You Do Best

Richard M. Schroder

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help unlock your potential as a sales professional. I could not recommend it more highly - truly a must-read. 2 of 3 people found the following review helpful. Highly recommended By A. S. Bless This book is an excellent guide to improving your sales performance by analyzing the reasons for the successes and failures of your past sales efforts. The author, Richard Schroder, is founder and President of Anova Consulting Group, a market research and sales performance consulting firm hired by major corporations such as Fidelity Investments and New York Life to provide sales win/loss analyses, rigorous, objective, arms length evaluations of why a sale was won or lost. In this book, for the first time, he shares his secrets with the rest of us. In the crowded field of "how to" sales books, where little has been left unsaid, this book manages to present genuinely new, actionable advice. Most sales people find it counterintuitive to linger over a sales effort once it is completed, win or lose, and by quickly moving on they forgo valuable information that would greatly enhance their ability to close future sales. Schroder's book first makes the case for taking the time to perform an objective win/loss analysis and then gives you an impressively comprehensive set of tools to do so. Sales professionals are the obvious audience for this book, but it is equally enlightening for people for whom sales is just a part of their responsibilities, such as many small business owners. After many years in finance and as a writer, when I would have loved to have this book, I now co-own and run walkproven.com, a company that organizes independent self-guided walking vacations in Provence in the south of France. Since I got this book, I've done win/loss analyses on a sample of our recent sales efforts and have also decided to make it an ongoing business practice as the results are already indisputably helping us with closing prospects for the coming season. 0 of 0 people found the following review helpful. Insightful. By Dave Bennett My sales manager recently sent us this book so I read it and I have to say, this is a good read. I do try to follow-up with prospects at the end of a sale but I admit that I'm not always consistent about it. This book not only validates the importance of following up but it also provides easy, proven ways to get the most out of conversations with prospects (and it includes a pretty straightforward guide that you can download). At my company (like most sales organizations I know), there is constant pressure from above so I'm hopeful that using the advice in this book will help me learn better what prospects actually think of me and my performance. As the book points out, if you don't know how prospects perceive you, how do you know what you need to work on.

Create a Tailor-Made Sales Strategy Using Lessons from the Field! When things don't go well on a sales call, you probably ask yourself, "Why did I lose that sale?" . . . and then move on. But the question remains: Why did you lose that sale? Learning the answer can mean the difference between landing and losing the next sale. From a Good Sales Call to a Great Sales Call teaches you how to assess your strengths and weaknesses based on information you can get from the most qualified source available—the buyer. Yours. I'll learn how to: Approach postdecision prospects using best practices and proper etiquette Design a comprehensive "debrief" questionnaire Obtain more candid and accurate feedback from prospects Identify important patterns in your techniques Use what works and improve what doesn't to close more sales than ever Filled with sample dialogs you can use with prospects, From a Good Sales Call to a Great Sales Call is neatly organized into eight easy-to-follow steps that take you through the whole process: Step 1. Discover the Benefits of Successfully Debriefing with Prospects Step 2. Understand the Postdecision Mind-Set of the Prospect Step 3. Recognize How Salespeople Can Inhibit the Feedback Process Step 4. Design a Prospect Debrief Questionnaire Step 5. Utilize Proven Interviewing Techniques for Conducting Debrief Calls Step 6. Identify and Analyze Your Win/Loss Trends Step 7. Benchmark Your Feedback Step 8. Implement the Right Techniques to Increase Your Close Rate Refreshingly direct and right to the point, this system is based on 12 years of research and thousands of sales prospect interviews. This comprehensive, powerful program leads to better sales techniques and increased close rates. In short, it works.

About the Author Richard M. Schroder is President of Anova Consulting Group, a market research and consulting firm. He is a sought-after speaker and a recognized thought leader in win/loss analysis and sales training. He lives in Chestnut Hill, MA.