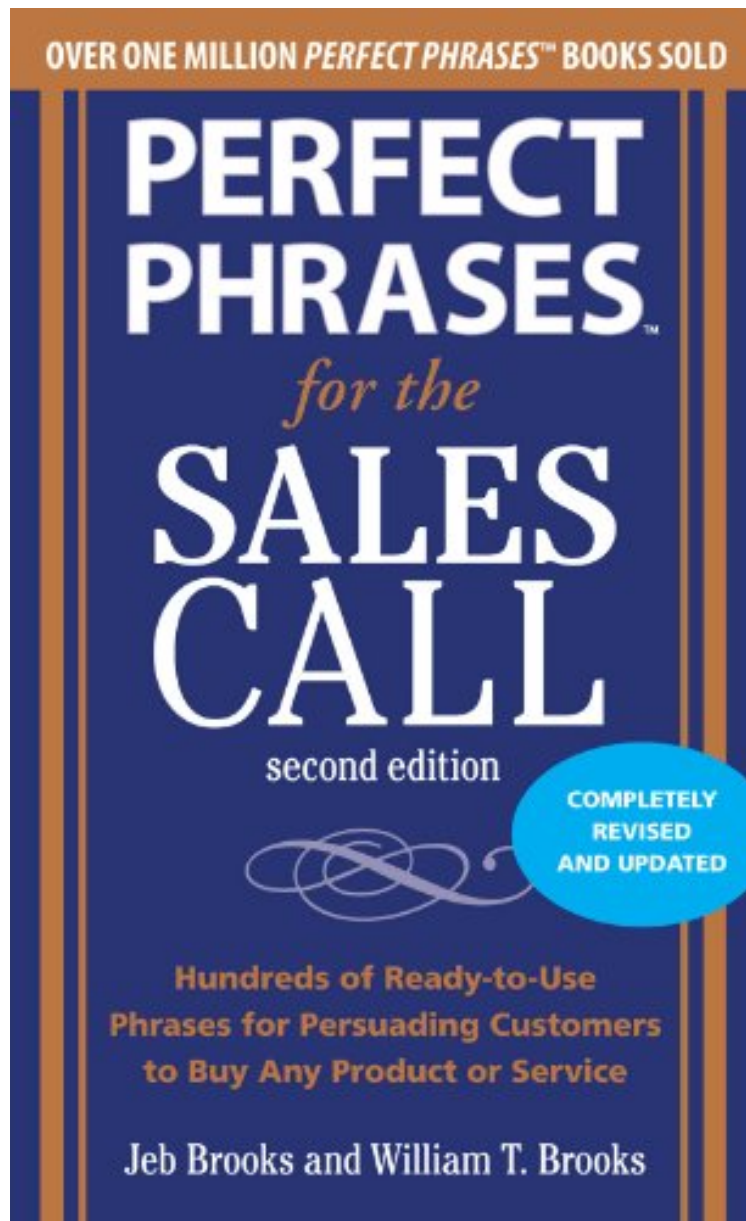


Perfect Phrases for the Sales Call, Second Edition (Perfect Phrases Series)

Jeb Brooks, William T. Brooks
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Jeb Brooks, William T. Brooks : Perfect Phrases for the Sales Call, Second Edition (Perfect Phrases Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Perfect Phrases for the Sales Call, Second Edition (Perfect Phrases Series):

4 of 4 people found the following review helpful. Practical and useful
By Customer
I'm a sales beginner. I found a couple of lists of the "best" sales books and this was on at least one of them, so I bought it, along with 10 or so other books. This is the only one I use regularly now. It has specific statements and phrases to use that walk me through what to say to my clients and that has helped more than anything else to boost my confidence. I don't know if it is good for the seasoned sales professional, but for us greenies, I'm all for it!

5 of 6 people found the following review helpful. Keep In Your Briefcase Regularly Reivew!
By Darren Fox
I enjoy sales books LOVE simple but GREAT sales books I have to put this into the category of GREAT because it is an indea generator for your selling business! Regardless of whether you sell widgets, Athlete's Foot insurance, or Pomeranians, this book is handy useful. Let's face it, 80% of sales people are just 'lazy' and that's why they never get out of the 80% income earning bracket when they want to be in the 20% bracket. The worst sin these lazy sales reps commit is a lack of preparation. The majority of them think, "Gee I've heard that before so I already know it!" and if that is true, then WHY aren't they making more money? It's because they're NOT prepared so when they meet Mr/Ms Smith, they're un-prepared! This book takes a lot of the hard work out of sales preparation as it gives great, simple phrases you can use in your selling situations. Now this in and of itself while terrific is not going to help you much. Why? Because you NEED to take this material and make it your own! Years ago when I was a struggling sales rep, I read a sales book like this from start to finish then set it on my shelf as a reference tool. Um what good is that? Reference tool? Hah! More like an expensive dust catcher. Once while married, I was in a nasty selling slump my wife suggested "Why not use those sales books in your selling?" I figured 'Why not?' and began to apply the ideas, concepts techniques in them to my own selling situation. At that time I sold door-to-door water reatment/softener equipment. Guess what? Her idea was like gold! I WISH I had this book at that time because it would have really helped me. Specifically the idea of what to ask my customers. For instance, on page 89, you're told about the Silver Bullet and they are described as: "are ones you can ask any prospect, no matter the product or service you sell." For instance "What do you currently like about your current supplier?" - which I could have changed to "What do you currently like about your well water?" (or village water system) "What, if anything would you like to change?" - perfect because the people I was seeing had very HARD water with rust stains in their toilet tanks plugging up their washing machines sink taps. "What have you seen that's particularly appealed to you?" - "Which of my water treatment systems appeal to you?" There are easy step-by-step guides to help you figure out the best questions in what order they should be asked. That in itself is very handy as it gives a person a reference point from which to start. Most sales reps being the lazy sots they are often do not have a clue on where to start. This book would also be a GREAT aid for a Novice in selling! Oh yes! Got a new kid on your team little time to train them? Then consider giving them a copy of this book as it will give them an edge over the competition that is being prepared! On Price, the author recommends (p. 97), "Before I give you our price, I'd like to make sure that you understand everything that it includes. I sthat OK with you?" - that's a wee bit verbose mechanical sounding, right? Here's how I would've phrased it in for my situations: "Before we discuss price, I need to make certain you understand what we're offering for your particular water situation and how our equipment can solve those problems; are you okay with that?" Wordy? Yeah but it's putting it into MY language patter not the mechanical sounding that the author suggests. In the hands of a motivated Novice, this book can make all the difference in going out, kicking butt taking names in sales. Why? Because it forces the Novice to look at sales as a preparation type of job if s/he is prepared, then they already have an edge over the 80% out there. Five stars. Complete. Tidy. Includes 101 Selling Truths many of which are gold. Get this book most of all USE APPLY IT! Your monthly sales will only go UP if you do!

1 of 1 people found the following review helpful. convenient, useful.
By D. Mann
Easy-to-use phases; useful for writing pieces for marketing, tweeting or just one liners. Not everything's useful but for the price good to have unless you want to Google this for hours.

THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME DON'T MISS THESE OTHER BOOKS IN THE PERFECT PHRASES SERIES How do you get face time with someone who doesn't accept sales calls? What is the best way to present the value of your offering? How do you handle price objections? Answer: You need to speak the right language. This fully revised second edition of the popular Perfect Phrases for the Sales Call provides an arsenal of persuasive language and word-for-word practice scenarios to help you address any challenge. Learn the most effective language for: Getting past gatekeepers and selling to the decision makers Presenting your product or service in the best light Handling objections, stalling, and other delaying tactics Building trust and cultivating relationships

From the Back Cover The Right Phrase for the Right Situation...Every Time