

[PDF] Smart Calling: Eliminate The Fear, Failure, And Rejection From Cold Calling

Art Sobczak - pdf download free book



Books Details:

Title: Smart Calling: Eliminate the
Author: Art Sobczak
Released: 2010-03-29
Language:
Pages: 256
ISBN: 0470567023
ISBN13: 978-0470567029
ASIN: 0470567023

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Description:

Review "If you make cold calls, and want to make them smarter, better, more fun, and actually convert them to sales, THIS IS THE BOOK! Buy it to increase your call to sale ratio, and your sale to bank account ratio."

—Jeffrey Gitomer, author of The Little Red Book of Selling

From the Inside Flap Get a "win" on every call

Do you dread cold calling? Sure, prospecting for customers is a necessary part of doing business, but does that mean you're stuck being the cheesy salesman who irritates everyone? Shouldn't there be a better way?

There is. Art Sobczak's *Smart Calling* gives you a proven system that makes sense and gets results. Instead of following tired old formulas and scripts that customers recognize and dismiss from a mile away, you'll discover an intelligent method for engaging prospects in a productive conversation that leads them to take action.

Sobczak has built a highly successful career around delivering specific tactics and strategies for winning sales communications. In *Smart Calling*, he lets you in on his more than twenty-five years' experience, giving you the field-tested, practical information you need to make your calls work while skipping the abstract theory and fancy slogans.

Filled with hundreds of real-world stories and example conversations, *Smart Calling* equips you to:

- Gather intelligence to make your calls smart
- 2. Utilize the latest "social engineering" techniques
- 3. Generate interest with great opening statements
- 4. Deal effectively with resistance
- 5. Work with screeners, gatekeepers, and assistants
- 6. Listen and learn from your customers
- 7. Get commitment for action
- 8. Stay motivated
- 9. Never be "rejected" again
- 10. And more!

Nobody likes cold calling, and for good reason. Most of the time, cold calls don't work and end up wasting everyone's time. *Smart Calling* gives you a new and better approach to winning the quality sales that drive growth and create opportunities. So forget about cold calling; get *Smart Calling*. Don't pick up the phone without it!

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