



TELESALES SECRETS: A Guide To Selling On The Phone

By Claes Simonsen

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TELESALES SECRETS: A Guide To Selling On The Phone By Claes Simonsen

Telemarketing is one of the fastest-growing industries in the world. It is also one of the industries with the greatest salary differences. While the majority of telemarketers make around the national average wage, the top phone sellers today make more than \$1 million per year – some much more.

This book explains what it takes to join the top of the phone seller elite. It will teach you not to call to talk, but to call to sell. It explains in-depth what generates a sale and it deals with call technique step by step, from cold call openers to asking for credit cards on the phone.

Follow the advice of one of the world's leading sales coaches and an expert in phone selling techniques to take your career to the next level. The no-nonsense approach will provide all the tools you need to turn cold calls and leads into deals.

Learn how to deal with common phone sales obstacles and how to properly handle gatekeepers, voice mail, difficult clients and customer complaints. Use these simple techniques to turn customer objections into stepping-stones for your close.

This book will make your pitch stronger and commissions higher. Give yourself the edge and join the phone seller elite.

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Editorial Review

About the Author

Claes Simonsen has built some of Europe's most successful sales organizations and has more than 20 years of management experience in the telesales industry. His unique, no-nonsense approach to telemarketing has been successfully adapted by hundreds of companies, selling anything from financial services to phone subscriptions. He is on the board of directors of more than 15 sales-related companies and has written several books on sales technique. He currently lives in Monaco.

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