

Stephan Schiffman's Telesales: America's

Stephan Schiffman's Telesales

If you've got ten minutes a day, you can make a telesales breakthrough! By providing one concise, easy-to-read chapter for each daily coffee break, Stephan Schiffman's Telesales, Second Edition has the power to transform your career and help you post noticeable increases in your numbers in just ten working days and transform your career after a mere twenty-one. Stephan Schiffman has coached thousands of sales teams across the country to improve their telesales performance. He knows exactly what works and doesn't, and in this completely revised second edition, he shares with you all of his insider's secrets, including how to: Master the five ways you can increase your income Track your numbers . . . and use them to your advantage Evaluate your performance effectively . . . so you hit your own goals Gain control of the call Leave effective phone messages Use \"how\" and \"why\" questions to your advantage Learn what's going on in the prospect's world Understand the four types of negative responses . . . and find out how to get past each one Turn small adjustments in your performance into large income gains By spending just minutes a day with this one clear, concise book, you can learn everything from creating a script; to recognizing when not calling a prospect can increase your sales productivity, to practicing the ten traits of world class salespeople. In this highly competitive world where the obstacles against telemarketers continue to become increasingly daunting, you can't afford not to have these tools in your sales arsenal!

Cold Calling Techniques (4th)

Field-tested techniques for reaching decision-makers, making appointments, and making a pitch--as well as invaluable advice on how to increase the number of calls, improve the closing ratio, and beat the competition.

Secrets of Selling Services: Everything You Need to Sell What Your Customer Can't See—from Pitch to Close

\"Teaches you how to build your communication skills, listen to your clients, sell a personal relationship, boost your confidence, create client confidence, deliver quality customer service.\"--P. [4] of cover.

Upselling Techniques

Upselling Techniques is filled with sure-fire techniques for adding more products—and numbers—to your purchase orders! In today's sales environment, upselling is more than a “nice extra”—it's an integral part of your sales pitch and possibly built into your quotas. So how can you do your best to maximize this important area of your job? In Upselling Techniques (That Really Work!), America's #1 corporate sales trainer Stephan Schiffman gives you a complete system for developing and executing successful upselling plans for new and existing accounts—without pushing the envelope too far. This must-have guide includes time-tested strategies that help you: -Increase the size of your average sale -Develop a unique strategic plan for important customers -Position yourself as an irreplaceable business ally -Fend off the competition, hold on to the account...and expand its value over time! Upselling Techniques (That Really Work!) is the only book you need to boost sales, build relationships, and increase your bottom line.

Competitive Selling

Competitive Selling: The Guidebook to Proactive Calling in a Reactive World is about the toughness and edge you need to be successful in the highly competitive world of professional sales. But it doesn't just give

you theories . . . it gives you tried and true techniques to follow to be a proactive caller, in very practical terms. If you ever struggle with the actual words to say when you are prospecting, Competitive Selling will give you a solid foundation in the words to say and how to approach the call with confidence. Selling is filled with rejection, but if you expect the \"No\"s--and even welcome hearing them--you can be the one in control and work on turning around even the toughest potential clients. The louder the environment is for prospects and customers, the more highly skilled you need to be at quickly capturing their attention and following a set roadmap to the close of the sale. Dive into Competitive Selling and become better than the competition at starting high in an organization, following up, leaving an intriguing voicemail message that results in a return call, gaining a critical \"next set time,\" and using email as an effective touch point. Prospecting for new business is not glamorous, but if you have a solid plan and the drive to follow through on your goals, you will be successful. Marisa Pensa and Stacia Skinner will help you attain that success.

Stephan Schiffman's Sales Essentials

Having trouble closing your deals? Hitting a frustrating plateau with your sales numbers? Feel that upselling is a lost cause? Let sales guru Stephan Schiffman drive your sales pitches up a notch with his tried-and-true techniques - and get results immediately! Stephan Schiffman's Sales Essentials includes time-tested tips on: Mastering the cold call Using email as a selling tool Raising the stakes to \"up\" your next buy Closing the deal - every time! Plus, you'll also find 50 surefire questions to ask to make deal after deal, year after year. Packed with insider information you need to beat the competition, you can't afford not to read Stephan Schiffman's Sales Essentials!

Closing Techniques (2nd)

The book shows you how to integrate the closing process into a productive, professional sales cycle - and turn prospects into allies, not adversaries.

Essentials of Marketing Management

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. This title covers such topics as: consumer and organizational buyer behaviour; product and innovation strategies; direct marketing; and, e-marketing.

The Ultimate Book of Sales Techniques

The secrets of breakout selling! Using his thirty years of experience training corporate sales forces, Stephan Schiffman has put together a collection of the most essential techniques for succeeding in the field. From getting leads and cold calling to establishing a solid relationship and closing the deal, Schiffman covers everything you need to know in order to improve your performance and make the sale. Inside this book, you'll find his proven sales philosophy, which includes such elements as: Sales don't happen unless questions are asked. An objection is an opportunity in disguise. A salesperson's responsibility is to help the client solve a problem. No one ever made a good sale by interrupting a client. Whether you're new to the field or looking for a quick refresher, you will finally be able to beat out the competition and take your career to the next level with The Ultimate Book of Sales Techniques!

Marketing Management

Ahente 5.0: The Ultimate Ahente contains updates on the most practicable contents from the first four books, and introduces loads of new topics and sure-fire techniques that will give you the edge you need to beat your quotas. The topics include: goal-setting and developing a winning attitude, sourcing high value and high probability prospects, advantage selling, sales approach that impresses buyers, delivering powerful sales

presentations, advanced closing techniques, and so much more. This is the comprehensive conclusion to the bestselling Ahente series, guaranteed to turn you from a struggling ahente into a sales superstar.

Ahente 5.0

This book represents the work of some of the contemporary world leaders in marketing. The contributors are authors of a set of path-breaking books on marketing. To ensure sufficient depth of coverage, the contributors have taken the essence of their earlier books and combined it with their latest understanding and cases. This has served to enhance the content and put it in the readers' current context. It is common knowledge that keeping pace with the growing application of marketing requires a novel approach. With new ideas and nuances being discovered every day, it has become a real challenge for marketers and students of marketing to keep up to date on important contemporary marketing concepts. Given its unique approach and thoughtful curation, this book presents readers with diversity of perspectives along with a unique depth of thinking.

Marketing Wisdom

"English as spoken in the North of England has a rich social and cultural history; however it has often been neglected by historical linguists, whose research has focused largely on the development of 'Standard English'. In this groundbreaking, alternative account of the history of English, Northern English takes centre stage for the first time. Emphasising its richness and variety, the book places Northern speech and culture in the context of identity, iconography, mental maps, boundaries and marginalisation. It re-assesses the role of Northern English in the development of Modern Standard English, draws some pioneering conclusions about the future of Northern English, and considers the origins of the many images and stereotypes surrounding Northerners and their speech. Numerous maps, and a useful index of Northern English words and features, are included. Northern English: a Cultural and Social History will be welcomed by all those interested in the history and regional diversity of English."--Publisher's description.

Northern English

Knowledge management (KM) - or the practice of using information and collaboration technologies and processes to capture organizational learning and thereby improve business performance - is becoming one of the key disciplines in management, especially in large companies. Many books, magazines, conferences, vendors, consultancies, Web sites, online communities and email lists have been formed around this concept. This practical book focuses on the vast offerings of KM solutions--technology, content, and services. The focus is not on technology details, but on how KM and IT practitioners actually use KM tools and techniques. Over twenty case studies describe the real story of choosing and implementing various KM tools and techniques, and experts analyse the trends in the evolution of these technologies and tools, along with opportunities and challenges facing companies harnessing them. Lessons from successes and failures are drawn, along with roadmaps for companies beginning or expanding their KM practice. The introductory chapter presents a taxonomy of KM tools, identifies IT implications of KM practices, highlights lessons learned, and provides tips and recommendations for companies using these tools. Relevant literature on KM practices and key findings of market research groups and industry consortia such as IDC, Gartner and APQC, are presented. The majority of the book is devoted to case studies, featuring clients and vendors along the entire spectrum of solutions: hardware (e.g. handheld/wearable devices), software (e.g. analytics, collaboration, document management) and content (e.g. newsfeeds, market research). Each chapter is structured along the "8Cs" framework developed by the author: connectivity, content, community, commerce, community, capacity, culture, cooperation and capital. In other words, each chapter addresses how appropriate KM tools and technologies help a company on specific fronts such as fostering adequate employee access to knowledge bodies, user-friendly work-oriented content, communities of practice, a culture of knowledge, learning capacity, a spirit of cooperation, commercial and other incentives, and carefully measured capital investments and returns. Vendor history, product/service offerings, implementation details, client testimonials, ROI reports, and future trends are highlighted. Experts in the field

then provide third-party analysis on trends in KM tools and technique areas, and recommendations for KM practitioners.

Knowledge Management Tools and Techniques

Marketing strategy for maximum return, for large & small businesses.

The Guerrilla Marketing Handbook

Now you can join the hundreds of thousands of salespeople who have followed Stephen Schiffman's advice and watch your performance soar. Schiffman lets you in on the industry's best-kept secrets. Learn how to convert leads to sales, motivate yourself and motivate others, give killer presentations, and keep your sense of humor. This new edition includes: New examples using the latest advances in sales presentation technology Up-to-date cases of these successful habits in action Five bonus habits showing readers how to overcome mistakes, set sales timetables, and reexamine processes to shore up weaknesses If you're a salesperson looking to succeed, this is the book for you!

The 25 Sales Habits of Highly Successful Salespeople

Comprehensive coverage of the time value of money In this book, authors Pamela Peterson Drake and Frank Fabozzi fully expand upon the type of time value of money (TVM) concepts usually presented as part of overviews given in other general finance books. Various TVM concepts and theories are discussed, with the authors offering many examples throughout each chapter that serve to reinforce the tools and techniques covered. Problems and detailed solutions-demonstrated using two different financial calculators, as well as Excel-are also provided at the end of each chapter, while glossary terms are provided in an appendix to familiarize you with basic terms. Provides the basic foundations of the time value of money Covers issues ranging from an introduction of financial mathematics to calculating present/future values and understanding loan amortization Contains problem/solution sets throughout, so you can test your knowledge of the topics discussed Understanding the time value of money is essential, and this reliable resource will help you gain a firm grasp of its many aspects and its real-world applications.

Foundations and Applications of the Time Value of Money

Put yourself in the hands of the Business Coach-and run your business like a champion! Follow along as the Coach demonstrates how to successfully navigate the challenges and recognize the opportunities business owners face every day. The Business Coach uses strategies developed by Sugars and the business coaches at Action International, who have helped nearly a million business owners worldwide realize their dreams.You'll learn: The story of business basics for beginning andexperienced business owners How to pinpoint problem areas, develop winning strategies,and measure your progress The secrets to true financial freedom by buildinga successful company that runs itself Get real results right now when you discover all that Instant Success has to offer! Instant Advertising * Instant Cashflow * Instant Leads * Instant Profit * Instant Promotions *Instant Referrals * Instant Repeat Business * Instant Sales * Instant Systems * Instant Team Building *The Business Coach * The Real Estate Coach * Successful Franchising * Billionaire in Training

The Business Coach

HOW TO MAKE YOUR BUSINESS MORE PROFITABLE AND SUCCESSFUL THROUGH MARKETING.

The Manager's Guide to Competitive Marketing Strategies

This volume contains a series of 21 papers presented at the International Conference of Economists, held at the University of Zagreb, Yugoslavia. The contributors discuss policy issues of macro-economic management and offer general and overall approaches to the debt and growth problems of the 1980s.

American Book Publishing Record

Turn common objections into BIG OPPORTUNITIES! It costs too much... We're switching to overseas vendors... Let me think about it... NO! You can do one of two things when a customer is reluctant to buy: You can back off or go in for the kill. **25 Toughest Sales Objections--and How to Overcome Them** helps you choose which direction is the best approach and gives you the tools you need to deflect that obstacle and make the sale. Bestselling author and renowned sales guru Stephan Schiffman has tapped into his decades of hands-on experience training sales professionals and has boiled his list of objections down to the top 25 most frustrating, universal issues. Through sample dialogues and occasionally humorous examples any salesperson can relate to, Schiffman provides the solutions to help turn any "No" into a done deal. At long last, the sales objection has met its match. Stephan Schiffman provides you with an arsenal that helps you combat any negative response and, in the process, turns perceptions of you from sales rep to ultimate problem solver.

Growth and External Debt Management

NEW from the bestselling HBR's 10 Must Reads series. Stop pushing products—and start cultivating relationships with the right customers. If you read nothing else on marketing that delivers competitive advantage, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you reinvent your marketing by putting it—and your customers—at the center of your business. Leading experts such as Ted Levitt and Clayton Christensen provide the insights and advice you need to:

- Figure out what business you're really in
- Create products that perform the jobs people need to get done
- Get a bird's-eye view of your brand's strengths and weaknesses
- Tap a market that's larger than China and India combined
- Deliver superior value to your B2B customers
- End the war between sales and marketing

Looking for more Must Read articles from Harvard Business Review? Check out these titles in the popular series: HBR's 10 Must Reads: The Essentials HBR's 10 Must Reads on Communication HBR's 10 Must Reads on Collaboration HBR's 10 Must Reads on Innovation HBR's 10 Must Reads on Leadership HBR's 10 Must Reads on Making Smart Decisions HBR's 10 Must Reads on Managing Yourself HBR's 10 Must Reads on Teams

Education and Manpower Planning

'Market Driven Strategy' is a buzzword that many business people use without fully grasping its meaning. Now George Day, the inventor of the phrase, follows up his groundbreaking book **MARKET DRIVEN STRATEGY** with practical advice for managers who want to better communicate with their customers, perform miles ahead of their competitors, and continually be responsive to both. Based on nearly a decade of research, teaching, and consulting on the topic, **THE MARKET DRIVEN ORGANIZATION** shows how to apply Day's essential marketing theories to an entire company. Complete with diagnostic questionnaires and other assessment tools to identify strengths and weaknesses and lead companies through change, **THE MARKET DRIVEN ORGANIZATION** is an indispensable guide that will provide managers with crucial insights drawn from the most thorough research of the decade.

25 Toughest Sales Objections--and How to Overcome Them

Think like America's #1 sales trainer—and close more deals than ever Stephan Schiffman has trained more than half a million sales professionals. No one understands the sales mindset better. In **The Power of Positive Selling**, Schiffman provides instruction, tips, anecdotes, and inspiration that are guaranteed to help you

overcome negative thoughts, feel confident in any sales situation, and remain positive no matter what happens. Inside, you'll find 30 surefire tactics to make sure your mind doesn't devolve into that self-destructive pessimism we've all experienced. Learn how to: Believe in what you're selling Help your client solve a problem Do your research Set the tone for the conversation—and establish the pace Listen before you talk Ask the right questions—for the right reasons Never say, "I absolutely guarantee that" The culmination of a lifetime of sales training excellence, *The Power of Positive Selling* has all the insight you need to defeat the negativity and dramatically improve your attitude, your behavior, and your sales record.

HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," by Theodore Levitt)

Salespeople are looking for answers. The fastest, easiest answers that work every time. The good news is, the answers exist. The bad news is, in order to be able to become a successful salesperson, you have to understand, practice, and master the answers. You would think with all the answers contained in this book, that anyone who reads it would automatically become a better salesperson. You would be thinking wrong. To become a better salesperson, the first thing you have to do is read it. The second thing to do with this book is read it again. The third thing to do with this book is try one answer every day. If it does not work exactly right the first time, or the outcome was not what you expected, try it again and tweak it a little bit. The fourth thing you have to do is practice the answer until you feel that it is working. The fifth thing you have to do is become the master of it. Blend each answer to your selling situation and do it in a way that fits your style, and your personality. Think about the way you ask for an appointment. The way you leave a voice-mail message. The way you follow up after a sales call. The way you begin a sales presentation. The way you ask for a sale. The way you respond to an angry customer. The way you earn a referral. Or the way you get a testimonial. Wouldn't you love to have the perfect answer for every one of these situations?

Stephan Schiffman's Telesales

The sales culture of the twenty-first century is one where decisions are often made on the fly, calls are not thought out, and communication is based on onscreen ramblings, hitting "send," and seeing what happens next. While e-mail has made it easier for salespeople to communicate than ever before, it's crucial to your success that your message is clear, concise, and to the point. Renowned sales guru Stephan Schiffman understands the unique benefits and challenges of using e-mail as a sales tool. *E-mail Selling Techniques* delivers dependable strategies to help you understand when and how to use e-mail to communicate with a client or prospect. *E-mail Selling Techniques* offers essential guidelines for: The proper length and format of sales e-mails Advice on tone and content Tips for writing attention-grabbing subject lines Identifying when a phone call might be more appropriate If you rely on computers and portable e-mail devices to do business, Stephan Schiffman will show you how to use technology to your advantage and get the deal done. The Author Stephan Schiffman, America's #1 Corporate Sales Trainer, is the author of dozens of bestselling books, including *Cold Calling Techniques*, (That Really Work), 5th Edition; and *The 250 Sales Questions to Close the Deal*. His clients include Aetna, AT&T, Blue Cross/Blue Shield, Boise Office Solutions, ChevronTexaco, Cox Communications, EMC, Federal Express, IBM, Merrill Lynch, Motorola, The New York Times, Sony, and Waste Management.

The Market Driven Organization

"A broad and diverse perspective is presented from various industries throughout the world. This approach provides students better understanding of key success factors for implementation of technology projects. Students see first-hand how to implement technological change by examining the processes, routines, organizational structure, cultural and leadership factors that relate to introducing and implementing successful new technology. The most exciting and beneficial aspect of this text is its authorship, the cases were written by leading experts from top institutions around the world including USA, UK, Germany, Japan, Korea, Australia and Canada." --Pub. desc.

Stephan Schiffman's Telesales: America's

Power of Positive Selling: 30 Surefire Techniques to Win New Clients, Boost Your Commission, and Build the Mindset for Success (PB)

Whether you are a lawyer, a physician, a marketing manager, or an artist, the ability to create and manage your visibility is vital to maximizing your success. High Visibility is the ground-breaking book that describes and explains the whole new industry that has evolved to help you - as a professional - achieve this much-sought-after celebrity. Based on hundreds of examples and case studies of celebrities from all walks of professional life, this book reveals the sophisticated marketing techniques used to separate the leaders from the followers with analyses of The Celebrity Industry: The key players in the image-making industry who shape the "celebrity culture"; The Building Blocks and Techniques of Transformation: The tools people use to change and shape their personalities and images to meet the success criteria of their professions; and Image Management: The techniques used by successful professionals to sustain their image over time. High Visibility provides a blueprint for every professional who wants to maximize his or her potential for success.

Jeffrey Gitomer's Little Red Book of Sales Answers

Having trouble closing your deals? Hitting a frustrating plateau with your sales numbers? Feel that upselling is a lost cause? Let sales guru Stephan Schiffman drive your sales pitches up a notch with his tried-and-true techniques - and get results immediately! Stephan Schiffman's Sales Essentials includes time-tested tips on: Mastering the cold call Using email as a selling tool Raising the stakes to "up" your next buy Closing the deal - every time! Plus, you'll also find 50 surefire questions to ask to make deal after deal, year after year. Packed with insider information you need to beat the competition, you can't afford not to read Stephan Schiffman's Sales Essentials!

E-Mail Selling Techniques

TURN YOUR BUSINESS PHONE INTO A COLD CALLING CASH MACHINE! Imagine yourself picking up a phone and setting fifteen appointments cold calling -- in one day! In this book David provides effective lead generation strategies, telemarketing scripts and rebuttals that will eliminate objections and enable you to set ten times the appointments with half the calls! David's claim to fame came from setting a record 15 appointments a day, every day for 6 months cold calling for a PEO company setting a total of over 1800 appointments! Buy Now and learn the lead generation secrets in his book, The Million Dollar Rebuttal, and discover how to make More Money selling to prospects that Don't have a Need! Learn How To Breeze Past the Herculean Obstacle called Gatekeepers! Instead of just running into a brick wall over and over again, stop and look around to see if there is another route to your ultimate destination. In our book you'll learn several techniques, such as using the power of distraction to get past call screeners, make fewer calls, and dramatically increase your contacts! Learn How To Harness the Power of Your Alter-Ego for Cold Calling Success! The concept of muscle memory is the subconscious mind in action and all hot streaks are born in the subconscious mind, as with my appointment setting hot streak! To communicate with your alter-ego, the first step is knowing what you want, and having a clearly defined goal. The book outlines the rest of our comprehensive strategy for putting success on auto-pilot! Leverage My Million-Dollar Rebuttal for Cold-Calling Success! The Million Dollar Rebuttal is a powerful concoction of several psychological techniques, from 'leading the witness' to reverse psychology, planting ideas while the prospect thinks it's their own, using sincere complements, making prospects feel important, and more! Once you learn to do this, you'll dramatically increase the number of appointments you set, while making far fewer calls, because with this system, the prospects will become like putty in your hands! Best Selling Author Endorsements: Not only is cold calling still a great strategy, when done right it might just be your best marketing method ever. David's book shows the counter-intuitive strategy you must use to cold call your way to explosive growth." - Mike Michalowicz, author of Profit First and Clockwork The title says a million, and that's what you'll make when you read David's story. There's no fluff, no theory, just proven fact from his life in sales as a top performer." - Mark Hunter, author of High Profit Prospecting

Technology Management

High Visibility

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