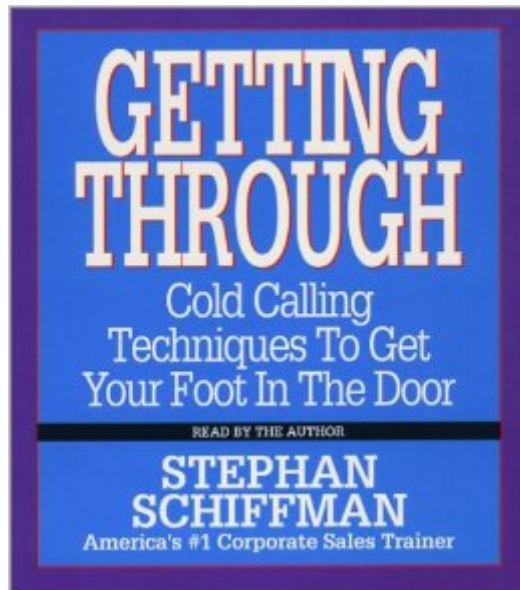


The book was found

Getting Through: Cold Calling Techniques To Get Your Foot In The Door



Synopsis

MAKE SURE YOUR FIRST CALL ISN'T YOUR LAST! Everyone in sales knows how to sell -- if they can get to the buyer. But in today's selling climate, the road between seller and buyer is frequently blocked with layer after layer of objections, distractions and delays. Now, America's #1 Corporate Sales Trainer shares his proven techniques for getting through all that interference to make the sale. In this powerful program, Schiffman provides sound advice and proven strategies for cold calling -- the technique used by salespeople everywhere to make their appointments and increase their sales exponentially.

Book Information

Audio CD

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Product Dimensions: 5.7 x 0.5 x 6 inches

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Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (12 customer reviews)

Best Sellers Rank: #1,251,919 in Books (See Top 100 in Books) #73 inÂ Books > Books on CD >

Business > Sales #890 inÂ Books > Books on CD > Business > General #2392 inÂ Books >

Books on CD > General

Customer Reviews

I bought this because other reviewers had said great things about it. Maybe it works if you are a salesperson who calls 800 random people a week. But when you fewer than 10 named accounts and are in larger sales, this is not the tape you need. His big secret to getting appointments is this: "Hi Mr/Ms Whoever, I'm so and so from company x. I want to make an appointment with you to talk about [enter product/service here]. You do want [enter benefit here], don't you?" I can't imagine that most people can't come up with that themselves. The moral of the story is: If you're selling life insurance, this might be of some use, since he lets you know almost everyone you use this technique on will say no, so you don't feel so bad when you're rejected. If you're selling anything else, save your money. Try "The Power To Get In" by Boylan.

I have seen some reviews that criticize Schiffman's techniques as being too simple and too

sophomoric. I have to disagree. Just because a method is simple, doesn't make it null and void. Schiffman gives a sales person, who needs to have face-to-face meetings in order to sell product, very simple and repeatable procedures on how to set appointments and overcome objections to the appointment. After listening to the tape, you would think that you could come up with those steps on your own. But if you could, you wouldn't be surfing the internet looking for a book or tape. I have listened to Schiffman's tape so many times, I can repeat it myself. I have practiced and used his techniques, and they work. Plain and simple. I have not had anyone not take me seriously when I got the appointment. In addition, the "hang up during the voicemail" technique works like a champ. Don't listen to the guy who has to have a method developed by a PhD in order to validate it. Get the tape, listen to it, master the technique and just do it. My batting average went way up after I started using these techniques. My call back percentage increased too.

The guy probably knows what he's doing. But it was really kind of mind numbing and depressing until the last couple of chapters. There was a little bit of useful info but not really worth the effort to listen to the whole thing.

What makes and breaks sales people is their ability to effectively manage leads or prospecting activity. This brief educational tape is an absolute gem for creating successful and effective sales professionals.

Steve Schiffman gives a quality effort in overcoming the myriad of objections that any sales representative faces. His practical approach deserves applause. I would recommend this for anyone just learning the ropes of the sales process or the road warrior who needs to brush up on his or her skills.

Stephan Schiffman actually sounds like someone who makes cold calls, not just a sales trainer. This stuff is real world and can be put to use. Probably the only tape on the subject that addresses what cold calling is really all about, getting appointments. I listened to this tape three times the first day I received it, and I am going to use it as a training tape. Truly revolutionary!

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