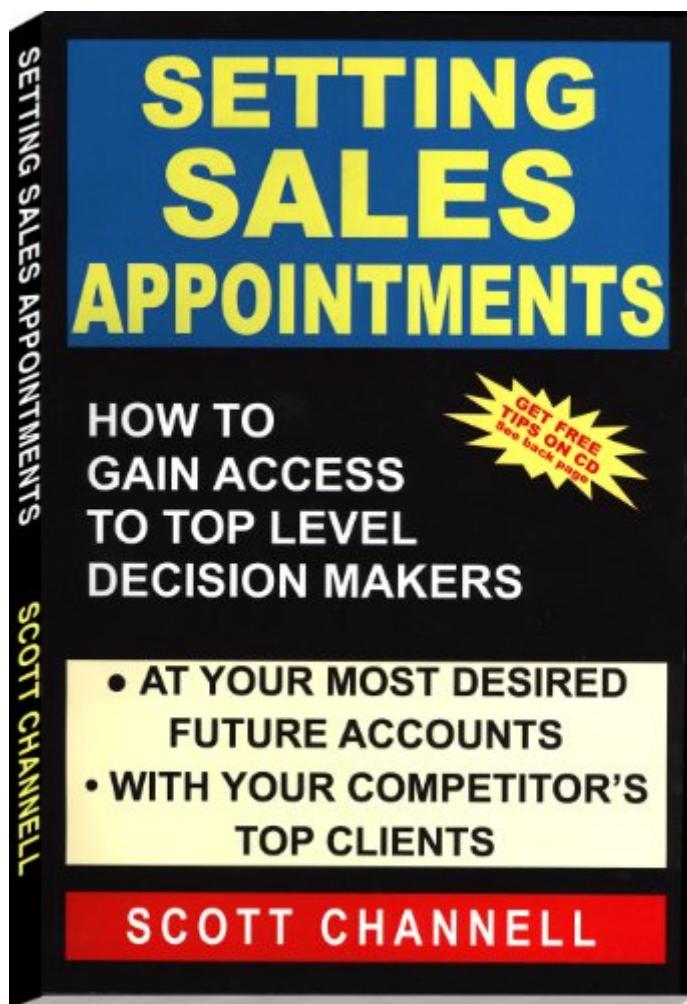


The book was found

Setting Sales Appointments: How To Gain Access To Top Level Decision-Makers



Synopsis

How much business could you close if you could get access to the top level decision makers at future accounts you desire the most? This book summarizes and relates a complete system of actual step-by-step methods and winning scripts that get the meeting with those who can authorize checks. Scripting and more scripting. Responses to resistance. Gatekeeper and voicemail strategies. Methods to have more conversations. How to gain value from unreachables and "no's." How to follow-up efficiently and easily. How to generate more conversations with real decision-makers. What to say after "Hello" to generate the conclusion you are worth 60 minutes of someone's time. Much more.

Book Information

File Size: 854 KB

Print Length: 194 pages

Simultaneous Device Usage: Unlimited

Publisher: New Mark Press (June 21, 2012)

Publication Date: June 21, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B008DZO4UQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #224,322 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #12 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Telemarketing #27 in Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #342 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

DISCLAIMER: We (MichianaShopper.com) do not work with nor am I associated with Scott. However, we did receive a copy of his book for evaluation...BUT...I did actually buy the book at first and Scott called me and told me I was being given a copy to review. Why that is important is

because as the Publisher of a newspaper, we are given plenty of books and materials for review purposes. I would have, and frankly still are more than willing to pay Scott much more than the asking price for his books and CD's. No hype...they are that valuable to my staff and me. With gas being at the price it is, it made no sense to have our outside salespeople go out and make cold calls and waste plenty of time trying to find qualified accounts much less the decision makers. Scott's approach to prospecting using the phone truly is one of the best and most "real world" usable approaches I have come across. I know you have seen "scripts" of what to say in books that when you read them they kind of sound good...yet when you try to use them in the field or on the phone, you get a prospect that winds up serving your head BACK to you on a silver platter. Not with Scott's approaches. When I read through much of the "fluff" out there, you quickly get a sense of who has really been in the streets. Scott's street experience and savvy quickly makes itself very evident. I can take a new person in my company, give them a script we created using Scott's examples, and have a new person making initial prospecting calls and getting vital info within the HOUR! No more of this spending all day long trying to learn a program that worked for the guy writing the book but not for me...(sound familiar?

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