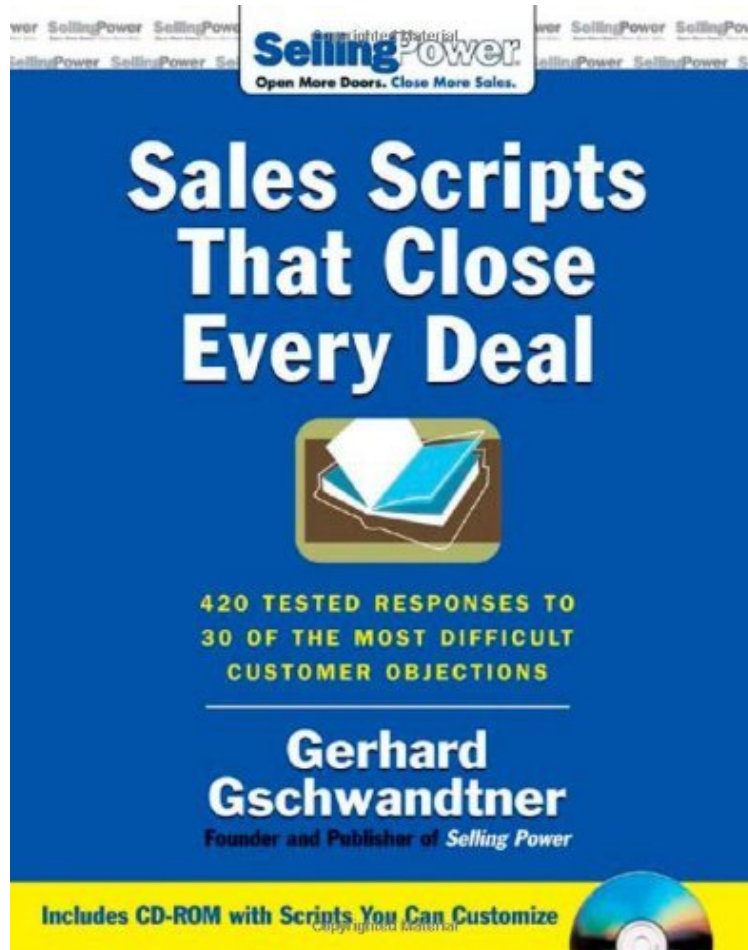


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Sales Scripts That Close Every Deal: 420 Tested Responses to 30 of the Most Difficult Customer Objections (SellingPower Library)

Gerhard Gschwandtner

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Gerhard Gschwandtner : Sales Scripts That Close Every Deal: 420 Tested Responses to 30 of the Most Difficult Customer Objections (SellingPower Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales Scripts That Close Every Deal: 420 Tested Responses to 30 of the Most Difficult Customer Objections (SellingPower Library):

2 of 2 people found the following review helpful. I'm lovin' it!By HipKitty1I really like this book! I will say that I have not used any of the scripts yet, but I'll give them a try in the next month or so. Because I'm a newbie to entrepreneurship and I'm just getting my company up and running, I know that I will definitely need help with sales. As I read through these scripts (for each objection there's at least fifteen responses) they gave me a lot of encouragement and good ideas to interact with future customers. If I didn't have this book and encountered a prospect who wasn't interested my response would probably be, "Ummm okay. Sorry to hear that, have a good day." But now, I

can keep the conversation going by finding out what the prospect's concerns are, present how my company can meet their needs, etc. I agree that some of the scripts are mediocre and a lot of them are at the elementary level, but they give you a good, solid starting point. There are PLENTY of scripts for each objection so if you feel that one of them is condescending or inappropriate then just move on to the next script and use that one instead. I find this book to be very helpful. 0 of 0 people found the following review helpful. Not nearly as helpful as it boasts. By rhirhi These sales scripts are mostly useless for my business. Not only are most along the lines of what I have been told by cars salesmen over the years, but they are more manipulative than helpful at engaging a customer in a sale. I think I was sold on this book because the marketing people are doing a good job, but too bad the book isn't up to the same standard. 0 of 0 people found the following review helpful. Five Stars By Jadwight Excellent responses in this book. Good book for the salesman, but bad book if you're customer reads it... lol

Surefire ways to turn "No" into money in the bank A customer objection is a wall separating you from your commission. Now Sales Scripts That Close Every Deal arms you with field-tested responses guaranteed to topple just about any wall standing between you and your next sale, including: 21 winning replies to: "I'm too busy to talk with you now." 14 killer comebacks to: "Your competitor's product is better." 12 can't-miss responses to: "You'll have to do better than that." 23 deal-making counters to: "Your price is too high." These aren't one-size-fits-all scripts. You'll find responses for every situation and presentation style, including breezy, tough, thorough, factual, subtle, and thoughtful-whatever the occasion demands. A companion CD-ROM lets you customize the scripts in the book and craft original ones that you can combine in your own million-dollar sales playbook. With Sales Scripts That Close Every Deal in your corner, you'll never stumble, choke, or be at a loss for just the right response to any customer objection. USE THESE FIELD-TESTED SCRIPTS TO * Close more sales * Fearlessly handle any objection * Be more creative and spontaneous * Reduce stress * Be more organized

From the Back Cover Surefire ways to turn "No" into money in the bank A customer objection is a wall separating you from your commission. Now Sales Scripts That Close Every Deal arms you with field-tested responses guaranteed to topple just about any wall standing between you and your next sale, including: 21 winning replies to: "I'm too busy to talk with you now." 14 killer comebacks to: "Your competitor's product is better." 12 can't-miss responses to: "You'll have to do better than that." 23 deal-making counters to: "Your price is too high." These aren't one-size-fits-all scripts. You'll find responses for every situation and presentation style, including breezy, tough, thorough, factual, subtle, and thoughtful-whatever the occasion demands. A companion CD-ROM lets you customize the scripts in the book and craft original ones that you can combine in your own million-dollar sales playbook. With Sales Scripts That Close Every Deal in your corner, you'll never stumble, choke, or be at a loss for just the right response to any customer objection. USE THESE FIELD-TESTED SCRIPTS TO * Close more sales * Fearlessly handle any objection * Be more creative and spontaneous * Reduce stress * Be more organized About the Author Gerhard Gschwandtner has more than three decades of international sales and marketing experience. He is the founder and publisher of Selling Power, the world's leading sales magazine. For more books in the Selling Power Success library and information on the magazine, visit SellingPower.com.