



# Selling to Anyone Over the Phone

By Renee P. WALKUP

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It's a fact: more and more organizations are scaling back on their in-the-field sales operations. Today's sales pros have to build relationships and close deals over the phone in less time than ever before. This fully updated second edition of *Selling to Anyone Over the Phone* is the salesperson's ready-reference guide for generating the kind of product excitement that will ensure callbacks, partnering with gatekeepers and decision makers using personality-matching techniques, and generally boosting success rates. Including new chapters on using advanced technology (e.g., webinars and teleconferencing) and selling to customers from other cultures and countries, this revised edition features trust-building tips, an invaluable appendix on handling customer complaints, new sample call dialogs, and all the specific, tactical techniques readers need to develop truly exceptional phone skills that will win over even the most reluctant customers.

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