

Contrary To Popular Belief Cold Calling Does Work! 2: The Science Of Appointment Making - Barry D. Caponi

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DO YOU STRUGGLE WITH THE FOLLOWING WHEN ATTEMPTING TO SET APPOINTMENTS?

Finding the time to make the calls Figuring out how many calls are necessary to hit your goals Staying organized once you've got more than a few pursuits going simultaneously Making your territory and targets warmer over time Incorporating social media concepts and Sales 2.0 methods into your process Making your CRM or other automation work for you instead of against you In Volume I, we addressed the concept of effectiveness as why would one want to make any more appointment-setting calls than necessary. In this book, you'll discover that the common challenges listed above, plus many others, are hurting your efficiency, causing you to work longer hours and make less money. After reading this book, you'll know exactly how to address the biggest challenge to your success: the need to get in front of more prospects in less time. Additionally, you'll realize you only have three sources for initial appointments; lead generation programs, networking and referrals, and cold calling; and that all three require the ability to set appointments. You'll also learn that it makes no difference whether your target is warm or cold; the basic process for each call is identical. Let's face it: Even referrals say no, they're just nicer about it. When you understand this, you'll discover why all sales professional should have the skills, tools and processes to be both effective and efficient at this critical responsibility. This comprehensive, easy-to-understand, easy-to-follow guide to successful appointment-setting is written by Barry Caponi, one of America's foremost thought leaders on all aspects of the subject. Hundreds of companies throughout the world have dramatically increased their total number of new appointments by implementing the only appointment-setting methodology that addresses both effectiveness and efficiency. This volume (the second in a two-book set) will help you master the science of setting appointments in less time, with less effort-once and for all. Author: Caponi, Barry D. Publisher: iUniverse.com Illustration: N Language: ENG Title: Contrary to Popular Belief Cold Calling Does Work! 2: The Science of Appointment Making Pages: 00000 (Encrypted PDF) On Sale: 2011-05-20 SKU-13/ISBN: 9781462004980 Category: Business & Economics : Sales & Selling - General

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