

Selling to anyone over the phone

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20441720&lokasi=lokal>

Abstrak

In a day and age where wireless digital communication devices are everywhere, the telephone remains a primary tool for cementing client relationships and establishing meaningful contact with the prospect. That's why *Selling to Anyone Over the Phone* is a must-read for the marketer or salesperson. This is the one book that provides the understanding and know-how to successfully work the phone, get to the decision maker, and close the sale. Follow its advice, and you need never fear phone rejection again.