



## The Complete Book of Perfect Phrases for High-Performing Sales Professionals

By Robert Bacal, William T. Brooks

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The Complete Book of Perfect Phrases for High-Performing Sales Professionals, Robert Bacal, William T. Brooks, The Right Phrase for Every Sales Situation A powerful command of words is the number one requirement for succeeding in the field of sales. Whether you're cold-calling a prospect, presenting to a group of decision makers, or dealing with price objection, the make-or-break point of every transaction lies in saying the right thing to the right person at the right time. The Complete Book of Perfect Phrases for High-Performing Sales Professionals is the ultimate field guide for speaking and writing your way to sales success. You'll find perfect phrases for: Lead Generation Turn cold calls into profitable relationships Expand your customer base Write engaging letters and e-mails Sales Calls Get access to decision makers Present your product in compelling language Resist objections and stalling tactics Customer Service Develop a rapport with every client Handle the most difficult of customers Close every conversation on a positive note.



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