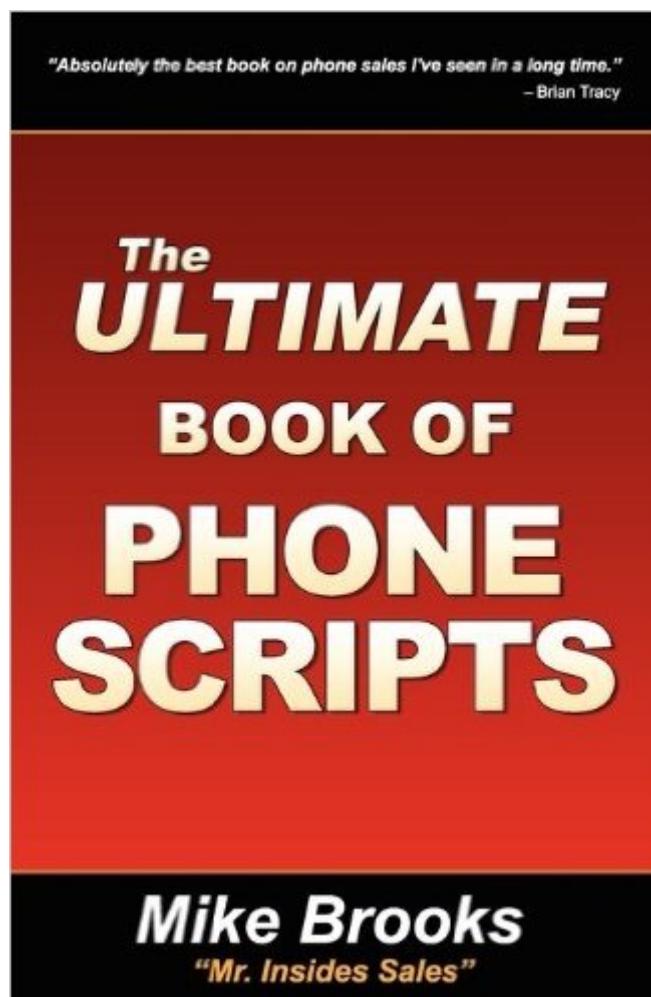


The book was found

The Ultimate Book Of Phone Scripts



Synopsis

Are you looking for a way to be more successful selling your products and services over the phone? If you use the phone to cold call, set appointments, follow up with leads or close business, then this book is for you! Packed with over 200 word for word, proven and up to date scripts, the Ultimate Book of Phone scripts will instantly make you more effective as you learn to breeze past gatekeepers, easily connect with decision makers and qualify and close more business over the phone.

In it you'll learn:

- How to establish rapport in under five seconds
- The real secrets of cold calling
- How to quickly get past gatekeepers
- How to get voicemail and email messages returned
- Proven techniques and scripts to handle brush off objections like, "We're not interested," "Just send your information," and many more.
- How to overcome 90% of the objections you get when closing like, "We just don't have the budget," and "We looked at it and it's not for us," and many more.
- Plus bonus sections on how to overcome the top ten objections in Real Estate, Insurance Sales, Mortgage Sales, Ticket Sales and more!

If you're ready to double your income selling over the phone the Ultimate Book of Phone Scripts is for you. You'll find it's easy to get past rejection and close more sales once you start these proven scripts!

"This book will quickly double and triple your ability to get through to decision makers and make more sales-faster!" - Brian Tracy, Best-selling Author of Eat That Frog

"The Ultimate Book of Phone Scripts is an amazing resource. If you need to know what to say in any selling situation, all you have to do is turn to a page, copy down the word for word script, adapt it to your selling style, and in an instant you're a Top 20 producer!" - Jeffrey J. Fox, NY Times Best-selling Author of How To Become a Rainmaker

"Mike Brooks has nailed it! Scripts don't tie your hands, they free you up to take control of the potentially-slippery phone sale. It doesn't matter if it's a product sale or getting a commitment for an appointment, preplanned questions help you take control and get your potential clients talking--telling you what they'll own. Read this book and you'll win more sales!" - Tom Hopkins, Author of How to Master the Art of Selling

"Mike Brooks nails it! The Ultimate Book of Phone Scripts is absolutely the best guide for selling over the phone that has ever been written. This book gives you everything you need to double your income today!" - Jeb Blount, Author of People Buy You

Book Information

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Customer Reviews

"After reading this book - the word Ultimate (in the title) is an understatement. If Zig Ziglar, Brian Tracy, and Tom Hopkins only specialized in telesales, all combined would probably not be able to provide such an abundant amount of immediately useful and practical sales info. No matter what type of sales you are in, this book should be bought, read once, read again, and then used over and over on each and every sales call and interaction. The scripts here are worth their weight in commissions, bonuses, and rewards that will be earned on account of having used them. Ultimately, this book provides you with a proven scripts and techniques that will make you successful. I can't recommend it enough!"

First I have to say that when I saw that this book was almost \$40, I was like, are you kidding? But I was desperate to get through to the decision makers (I set appointments then go close insurance products), and if I heard one more, "Will he know what this call is about?" I think I would have quit. So I ponied up the dough and got Mike's book. When it arrived I started reading it and couldn't put it down! OMG! It is packed with every come back I ever needed, and none of them sound cheesy or salesy. I couldn't wait to try them! Well, I've been using them now for almost two weeks and it's like a whole new world out there for me. I'm totally prepared for everything that used to blow me off and not only am I getting through to prospects, but when I do I actually now get the rapport I need and get 'qualified' appointments. I'm telling you, it's amazing. I've been spending the last few days adapting scripts and making them my own. I'm telling you, I wasn't a believer in scripts until I read this book, but now I know why I was struggling so much. I'm actually looking forward to calling in January and feel that 2011 will be my best year yet. This book rocks, and if you sell over the phone, believe me it will be the best \$40 you'll ever spend on yourself. Plus you get free shipping!

As a sales trainer, and author of sales books...I was fascinated to find this treasure. First, let me say

that the price seemed out of line. It's a paperback book, and I assume that selling it for \$35.96 will hurt sales. On the other hand, it really is worth the asking price. You get multiple, quality, scripts for cold calling, answers to common objections, and closes. Each section gives you multiple responses, so you can pick which one fits your style of speaking and temperament. These are not textbook scripts, but ones that almost certainly will work. If you are selling something by phone, I think this book would be a worthy addition to your library. Study it.

I took this to a print shop and had them cut off the paperback binding so I could place in a 3 ring binder - I have used and read on many occasions and while it was PRICY - I use it often. I don't know that I can say my sales increased x% since I got it, but I use the book often and find it very helpful. There are many examples of types of products that I can adapt (or omit) as I review. Great resource to me

The most amazing books on phone scripts... this is like a bible to me... I sleep better at night knowing that I have this by my side... If you are in any type of business work that requires to reach out to clients and prospects... go for it... well worth the money

what else can be said about this book that everyone is not already in agreement with. its great for the sales newbie as well as the old veterans. there are several "a-ha" moments throughout the book. its great to see things laid out in a step by step manner to get everyone to the same goal...closing the sale. this book is a must for anyone that's in sales of any kind or even in sales management for that matter. i could go on and on of why you need this book.... but instead, i'm just going to tell you to order it... you and your pocketbook will be glad you did.

If you're in sales or sales training you run into the occasional "stumper" that your customers or students throw out at you. This book brings some really fantastic phone scripts that are proven. You can tell Mike Brooks has done this for a living and I refer back to this treasure trove of usable, relevant, scripts that really do work!

The Ultimate Book of Phone Scripts provides the fundamental techniques to achieving sales through the phone. As we know, exceptional execution of the fundamentals is key for champions. By mastering the fundamentals, we are able to achieve consistent results. The Ultimate Book of Phone Scripts provides sales professionals with the fundamental phrases that achieve results. By

having proven scripts at our fingertips, professionals can focus on rehearsing and drilling the basics of success instead of wasting time trying to figure out what works. I recommend this book for experienced and new sales professionals. As an entrepreneur, I found this book insightful to rapid success and found myself employing the techniques within hours.

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