



Perfect Phrases for Lead Generation: Hundreds of Ready-to-use Phrases for Finding New Customers, Keeping Your Pipeline Full, and Growing Your Sales

By William T. Brooks

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Perfect Phrases for Lead Generation: Hundreds of Ready-to-use Phrases for Finding New Customers, Keeping Your Pipeline Full, and Growing Your Sales, William T. Brooks, The Right Phrase for Every Situation! Every Time Prospecting for new customers is a key part of every salesperson's job-and perhaps the most challenging part. Your leads, your approach, your timing, everything needs to be perfect. That's why you need Perfect Phrases for Lead Generation by renowned sales guru Bill Brooks. He's assembled a winning collection of proven sales strategies for the 21st century-each linked with appropriate phrases for every customer scenario. Using his surefire selection of targeted phrases, you'll learn how to: Identify the 25 types of clients-and customize your words to win them over Master the 10 principles of direct prospecting-using the right phrases to turn cold calls into cash Expand your customer base-and grow your sales-faster, bigger, and better Filled with hundreds of readyto-use phrases, specific sales pitches, new communication tools, and other networking secrets, this invaluable handbook puts all the tricks of trade at your fingertips.



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