



From a Good Sales Call to a Great Sales Call: Close More by Doing What You Do Best

Richard M. Schroder

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Create a Tailor-Made Sales Strategy Using Lessons from the Field!

When things don't go well on a sales call, you probably ask yourself, "Why did I lose that sale?" . . . and then move on.

But the question remains: Why *did* you lose that sale? Learning the answer can mean the difference between landing and losing the next sale. *From a Good Sales Call to a Great Sales Call* teaches you how to assess your strengths and weaknesses based on information you can get from the most qualified source available—the buyer. You'll learn how to:

- Approach postdecision prospects using best practices and proper etiquette
- Design a comprehensive "debrief" questionnaire
- Obtain more candid and accurate feedback from prospects
- Identify important patterns in your techniques
- Use what works and improve what doesn't to close more sales than ever

Filled with sample dialogs you can use with prospects, *From a Good Sales Call to a Great Sales Call* is neatly organized into eight easy-to-follow steps that take you through the whole process:

Step 1. Discover the Benefits of Successfully Debriefing with Prospects

Step 2. Understand the Postdecision Mind-Set of the Prospect

Step 3. Recognize How Salespeople Can Inhibit the Feedback Process

Step 4. Design a Prospect Debrief Questionnaire

Step 5. Utilize Proven Interviewing Techniques for Conducting Debrief Calls

Step 6. Identify and Analyze Your Win/Loss Trends

Step 7. Benchmark Your Feedback

Step 8. Implement the Right Techniques to Increase Your Close Rate

Refreshingly direct and right to the point, this system is based on 12 years of research and thousands of sales prospect interviews. This comprehensive, powerful program leads to better sales techniques and increased close rates. In short, it works.

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From reader reviews:

Catherine Gabel:

The book From a Good Sales Call to a Great Sales Call: Close More by Doing What You Do Best has a lot details on it. So when you make sure to read this book you can get a lot of help. The book was published by the very famous author. Tom makes some research prior to write this book. This particular book very easy to read you can get the point easily after perusing this book.

Denise Lee:

Playing with family in the park, coming to see the water world or hanging out with pals is thing that usually you will have done when you have spare time, in that case why you don't try matter that really opposite from that. One particular activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love From a Good Sales Call to a Great Sales Call: Close More by Doing What You Do Best, it is possible to enjoy both. It is good combination right, you still want to miss it? What kind of hangout type is it? Oh come on its mind hangout folks. What? Still don't buy it, oh come on its known as reading friends.

Stacey Pinkston:

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Eddie Patten:

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