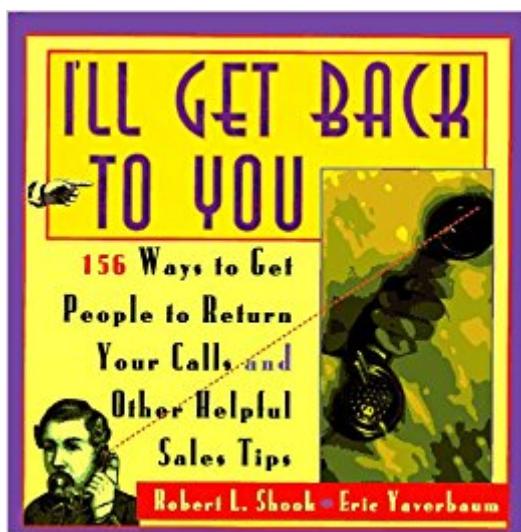


The book was found

I'll Get Back To You: 156 Ways To Get People To Return Your Calls And Other Helpful Sales Tips



Synopsis

This insider's guide to getting people to return more sales calls, and clinching every sales effort, provides practical tips and ideas. Advice is given on discovering do-or-die techniques that work, and the best ways to handle technology's gatekeepers through fax/answering machines/voice mail.

Book Information

Paperback: 190 pages

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Product Dimensions: 0.8 x 7.2 x 7.5 inches

Shipping Weight: 12 ounces

Average Customer Review: 3.7 out of 5 stars 6 customer reviews

Best Sellers Rank: #989,109 in Books (See Top 100 in Books) #78 in Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #417 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel #1876 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

They may say, "I'll get back to you," but let's face it, they seldom do! In a world filled with answering machines, voice mail, and gatekeepers, it's difficult to get a phone call returned. It doesn't have to be that way. The authors have tapped the wisdom and resourcefulness of business leaders, super salespeople, and high-profile celebrities, including Walter Cronkite; Joan Rivers; Mary Kay Ash; and Hardwick Simmons, CEO of Prudential Securities. Discover what they and more than 100 other high achievers do to guarantee a returned phone call every time! Now you can finally generate callbacks from those hard-to-get-through-to-people who are so discriminating about which calls they return. I'll Get Back to You will increase your productivity and make your life easier as it shows you how to: Get past secretaries, assistants, and others who keep you from reaching the boss; Use technological gatekeepers such as faxes, answering machines, and E-mail to your advantage; Create an irresistible sense of urgency that assures a quickly returned call; Make an ally out of the most headstrong or unfriendly gatekeeper; Generate an air of importance that puts your call on the VIP's "must-return" list.

This book was not exactly what I wanted...maybe I should have done more homework. I find the advise pushy and out of my comfort zone. Below many of the suggested tactics there is a warning that you need to be careful who you use these on because they might not appreciate and could be offended. I found nothing in this book that is useful. If your a high corporate sales person more power to you and maybe these will work for you...but for the rest of us...I say stay away from this book and try something else.

I hear this gem may be out of print. I cannot imagine it is, but if so, look through 's used and out of print titles. Today, you compete with the Internet, voice mail, answering machines, cell phones, television, e-mail, pagers... the list goes on. Getting through is NOT in bad taste or impolite - Doing so shows you care about the person you want to speak to and you owe it to them to get your message across OR if not, then your mssage is unimportant and you shouldn't be bothering them in the first place. The best advice centers not around deception but around leaving them wanting more! when you call, tell them what you need or want to say but don't say it all! Leave a trailer in their mind of, "I wonder what he or she meant by that?" or "I just HAVE to call back to get more details!" You are competing for a person's time, the only resource that person has that is not renewable. If your message is valuable you need to master Shook's skill set training. Of the 156 ways, if you learn and use only ONE, you will improve your callback response rate. And that's a great thing, you succeeded in competing against all the other noise that's out there. I only ask... make sure your message is worth getting through. Otherwise, don't waste the person's time.

If you are in business-to-business telephone sales, this is your book! Regrettably out-of-print (call or email the publisher), it contains 156 Ways of GETTING THROUGH, or getting your call returned. All techniques are not appropriate for your business, but so what? There is no person alive in its intended market who cannot benefit out of all proportion to the cost of this book. Another printing is called for.

The book has some good tips on getting your voice mail messages returned, but a great many of these tips involve deception. I don't need to read a book on how to come up with whopper stories-that comes easily for most people. While lying may get someone to return your calls-that is not the reason for your call. You want to build a relationship on a solid foundation-lying to clients does not work!

This book is packed with fun and creative ways for having people get back with you. I personally used some techniques and was surprised how effective they were.

no longer have to read long books by one CEO! How the author got 100 honest CEOs is beyond me. But he did. 156 ways real good ones! I'm a middle manager with 155 people who report to me and this book was very very helpful and gave me some great food for thought.

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