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



Synopsis

At one time or another, every one faces the challenge of advancing past an unresponsive gatekeeper and getting his or her message across to real decision makers. Now they can use over 200 field-proven strategies for converting any telephone into a powerful sales ally that gets people to return calls and produces skyrocketing sales. National print ads, media.

Book Information

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Customer Reviews

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 message 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.

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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