



Perfect Phrases for the Sales Call, Second Edition (Perfect Phrases Series)

Jeb Brooks, William Brooks

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How do you get face time with someone who doesn't accept sales calls? What is the best way to present the value of your offering? How do you handle price objections? Answer: You need to speak the right language.

This fully revised second edition of the popular *Perfect Phrases for the Sales Call* provides an arsenal of persuasive language and word-for-word practice scenarios to help you address any challenge. Learn the most effective language for:

- Getting past gatekeepers and selling to the decision makers
- Presenting your product or service in the best light
- Handling objections, stalling, and other delaying tactics
- Building trust and cultivating relationships



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