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# 7 STEPS TO SALES SCRIPTS For B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts For Business To Business Selling, Lead Generation And Sales Closing. A Primer For Appointment Setters.



## Synopsis

What is the #1 reason why people don't agree to meet with you? You don't give them enough reason to meet with you. Do you think you might learn something from someone who smiled and dialed his way to setting more than 2,000 B2B sales appointments? This author did and shares what worked with you. Appointment setting is a process. It is not rocket science. A lot of sales people are great appointment setters, but many more struggle. Those that struggle frequently can close deals. It's a shame to lose out on income, commissions, competitive advantage and market share because you are lacking information on the process of b2b lead generation. This book focuses on the sales script creation process for business-to-business sales. It includes many sample scripts and script segments for credibility, benefits and what you deliver that you can incorporate into your own sales scripts. A good phone script is going to communicate your value and credibility. Every second counts when appointment setting using the phone. Every word matters when you are cold calling and lead generation is your goal. There is a structure to a sales script that earns you a "next step," whether it be a face to face meeting, a phone appointment, or attendance to a webinar or event. If you are going to be good at lead generation you have seconds to communicate who you are, what you do, why you are credible, the benefits people get from hiring you and what they will get from you if they agree to meet. That is a very solid foundation for "selling" a meeting. In this book Scott Channell breaks down the sales script creation process so that you appreciate the components parts of a good cold calling phone script. If you truly want to get out of winging it mode you will have to do a bit of thinking and brainstorming and this book gives the process with which you can craft sales scripts that have impact with your targeted suspects. Notice the word "impact." Scott relates the story as to when he was calling. He would imagine that the phone was 3D and when his decision-maker picked up the phone he could reach through and start clubbing them over the head over the head with a 2 x 4. The words he chose to communicate in his sales script had the impact of a 2 x 4 on his decision-makers. That is how he set more than 2,000 sales appointments himself in diverse industries. The words were softly spoken and not manipulative or forceful in anyway, but they were chosen and spoken as they had IMPACT on decision-mkrs. They communicated value and a reason to meet. When you are beating your head against the wall cold calling with lousy phone scripts remember this... the #1 reason why people don't agree to meet with you is because you don't give them a reason to meet. This book give the process for coming up with the most powerful words you can use in crafting your cold calling phone scripts and gives you the structure to communicate it all within 30 seconds of hearing "Hello." Peppered with sample scripts and language you can use in your own phone scripts

your words will have more impact on your targeted decision-makers. The book also discusses phrases of shame. • Things appointment setters say on the phone which self-sabotage their efforts. Sales scripts are only part of an overall effective b2b sales lead generation process. If you have value and credibility to communicate yet those you speak to don't get it, • pick up a copy of this book. You don't set 2,000+ meetings while cold calling b2b appointment setting without learning some very valuable lessons. Lead generation is the difference for many between fine dining and Ramen noodles. If sales closing is not your problem and a winning system of lead generation is holding you back, this book will give you insights into the sales script creation process that will enable your qualified decision-makers to get it • and agree to meet with you. You can start giving them enough reason to meet with you right now. Get this book.

## Book Information

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## Customer Reviews

Buy this book. There is much more content in here than you get in most of those expensive "kits" sold by big time sales gurus. I almost didn't buy this: at first I thought Scott was another, pit-polishing-turn-every-lead-around-and-close-every-sale-macho-prospecter. Boy was I wrong. Scott's methods are infinitely more intelligent than 90% of the books out there and 100% more

intelligent than what I see all companies doing in the calls I receive. Everything in this book more carefully thought through than open heart surgery and is obviously battle tested. My all time favorite sales book still is the original Bill Good's "Prospecting Your Way to Sales Success". This book is now #2 which is a high compliment. It gave me a ton of ideas of what I'm doing wrong and can improve. I will also be taking a much more skeptical look at some of the things I say just out of habit and comfort. I would ramble on more but I am off to read it again.....

So, I'm a sales director and I like to think I am pretty good at doing sales. That's when I am with the customer. The big issue for me is to get at the table with the customer. So, I need to become friends with my phone. The good thing about this book is this: it is very straight forward and does not leave any room for discussion: you need to call, call, call. Don't waste time on too much research for the first step in your sales cycle. You are not selling your product there, you try to get an appointment. I used his script to identify the maker today for the first time. I called for one hour, got 15 names, including email. 3 companies didn't want to share their CMO's name (how can a company like that exist?) so I used LinkedIn for that. I got no direct phone numbers although I used the script's way of asking it. But as it was the case with all 15 companies, it wasn't the script that was wrong, it is how things go with these kind of customers. Anyways, I am happy with the book. Thanks Scott!

Scott literally shares all of his "secrets" for being the top B2B appointment setter in the world today. We are implementing new phases to our appointment setting process with each page we read

As an author of books on sales prospecting and closing, I read everything I can get my hands on, with regard to cold calling. Scott Channell knocked it out of the park with this book. All the scripts you would ever need are included. And he has masterful ways to handle questions and objections to getting a sales appointment. If you are setting appointments on the phone so that you can make sales presentations, this is the best book I've read, for that specific purpose. It's obvious that the author really made a couple of thousand appointments on his own. And the techniques are well tested, and they work. I'm already an expert, and I picked up several tips out of the book. I highly recommend it.

Have you ever tried to create sales scripts for your sales team? No matter what you do, it's never the right word choice for everyone. If you create 5 phone scripts, they want a 6th. If you created 100, they'd want 101. Scott knows this. Scott doesn't give you the magic bullet phone script. Instead, he

gives you a step by step process to create a winning script that fits you! It doesn't matter what industry you're in because he's proved this system works across all industries. It doesn't matter if you are cold calling or calling warm leads, his system works for that too. This book is great for anyone who makes calls for a living or develops scripts for those that do. I happen to be the latter and will be replacing our phone script system at our 150 year old, Fortune 250 company, with a system developed based on this book for our 3600+ sales force.

If you are a sales manager, or AE, looking for increased results on the phone then look no further. This is a very well written, rated "R" version of B2B teleprospecting. There is no fluff or theory here!! As a regional sales manager I have applied Scott's approach and can tell you from direct experience that it works. This book is a practical "how to" manual for professionals looking for a holistic and proven system to set meetings, in the right companies, with the right contacts. Professionals who use the phone to prospect typically get a few things right. Scott brings all those and more together and then guides the reader step by step on how to build a duplicable process. Warning: Procrastinators need not apply. Also, readers should check their egos at the door. The author does not sugar coat the fact that gimmicky conventional methods don't work. My team and I learned through application of this work that the author is sharing from direct experience where there are land mines. Bottom line- this book is worth far more than the price for admission.

Too often, when you wish to find an effective guide to improve your sales skills or methods, you are overwhelmed by choices that are too vague, take too long or cannot be applied well in your industry. Scott Channell's book cuts to the chase and tells you why it works. In a quick read, filled with useful examples, you are well prepared to apply Scott's approach to your own situation with confidence. Buy and apply with confidence.

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