



Perfect Phrases for Lead Generation (Perfect Phrases Series)

William Brooks

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The Right Phrase for Every Situation...Every Time

Prospecting for new customers is a key part of every salesperson's job-and perhaps the most challenging part. Your leads, your approach, your timing, *everything* needs to be perfect. That's why you need *Perfect Phrases for Lead Generation* by renowned sales guru Bill Brooks. He's assembled a winning collection of proven sales strategies for the 21st century-each linked with appropriate phrases for every customer scenario. Using his surefire selection of targeted phrases, you'll learn how to:

- Identify the 25 types of clients-and customize your words to win them over
- Master the 10 principles of direct prospecting-using the right phrases to turn cold calls into cash
- Expand your customer base-and grow your sales-faster, bigger, and better

Filled with hundreds of ready-to-use phrases, specific sales pitches, new communication tools, and other networking secrets, this invaluable handbook puts all the tricks of trade at your fingertips.

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