



How to Win Business On the Phone: 10 Essential Steps to Success

Scott Vidler

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How to Win Business on the Phone - 10 Essential Steps to Success, is the first book written by Scott Vidler (Key Account Manager) and explores the relationship between telephone communication, customer interaction and the world of business and sales. Driven from his own personal experiences, and with the understanding that sales (at any level) can be a challenging and ever-changing environment, Scott addresses the common pitfalls and feelings, associated with speaking to both existing and potential customers. Each chapter focuses around a very specific tele-sales approach, and provides a personal insight into what has continuously worked throughout Scott's own career. Readers are then encouraged to digest the information, and implement the points covered (with tips for each chapter) into their their own day to day sales calls.

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