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# Power Phone Scripts: 500 Word-for-Word Questions, Phrases, And Conversations To Open And Close More Sales

"Power Phone Scripts is the perfect sales preSCRIPTION."  
— Jeffrey Gitomer, author of *The Sales Bible* and *The Little Red Book of Selling*



## POWER PHONE SCRIPTS

500 WORD-FOR-WORD QUESTIONS, PHRASES, AND  
CONVERSATIONS TO OPEN AND CLOSE MORE SALES

**MIKE BROOKS**

WILEY



## Synopsis

Start closing sales like top producers! Have you ever found yourself at a loss for what to say when the gatekeeper asks you what your call is about? Have your palms ever sweated when the decision maker shuts you down with "I wouldn't be interested"? Has your heart taken a fast dive into your stomach when, at the start of your presentation, your prospect tells you that they've thought about it and are just going to pass? If you're in sales, then the question isn't "Have you ever felt this way?" but rather "How often do you feel this way?" Are you finally ready to learn how to confidently and effectively overcome these objections, stalls, and blow-offs? If so, Power Phone Scripts was written for you! Unlike other books on sales that tell you what you should do (like build value - hard to do when the prospect is hanging up on you!), Power Phone Scripts provides word-for-word scripts, phrases, questions, and comebacks that you can use on your very next call. Learn to overcome resistance, get through to the decision maker, and then, once you have him or her on the phone, make an instant connection and earn the right to have a meaningful conversation. You'll be equipped with proven questions, conversation starters, and techniques to learn whether or not they are even right for your product or service, and, if they aren't, who else in their company or another department might be. Power Phone Scripts is the sales manual you've been looking for: over 500 proven, current, and non-salesy phrases, rebuttals, questions, and conversation openers that will instantly make you sound more confident - just like the top producing sales pros do right now. Gone will be your call reluctance; gone will be your fear of calling prospects back for presentations and demos; gone will be the fear of asking for the sale at the end of your pitch! This practical guide is filled with effective scripts for prospecting, emailing, voice mails, closes, and tons of rebuttals to recurring objections you get like: "It costs too much" "We already have a vendor for that" "I'm going to need to think about it" "I need to talk to the boss or committee" And so many others More than just phone scripts, this book provides practical, comprehensive guidance that every inside sales rep needs. Conquer concerns, provide answers, motivate action, and be the conduit between your prospect's problems and your solution. Actionable, fun, and designed to work within the current sales environment, this invaluable guide is your ticket to the top of the leader board. With Power Phone Scripts, you will never be at a loss of what to say to a prospect or client. If you're ready to join the big league, Power Phone Scripts is the playbook you need to win at inside sales.

## Book Information

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## Customer Reviews

Loved the book, Mike is super knowledgeable about the best practices for sales calls. He gives you real steps and ideas that you can easily take action on if you're willing to put the work in. I've never seen a sales book quite like this and really enjoyed the new approach on an issue that many of us have had while prospecting and closing deals/appointments. A must read if you want to improve your prospecting game or just want to try out some new approaches. Read the whole book the day I got it! On a side note, I also reached out to Mike with a question via email, and he quickly answered my email and gave me some added insight just to help me out. Mike is genuinely a good guy who is looking to give back to a young or even practiced salesman!

I recommended this book to everyone I know in sales. Too many managers, tell their teams what they want, but never give them an iota of how to get there. If you are in sales, especially telesales, this is required reading., period.

Wow. I've been following Mike Brooks for almost a year. I bought his other his book and use scripts he sends through his newsletter as well that work. However, I read just 30 mins of his new book and I can't tell you how excited I am to start using it. He not only gives you great scripts but breaks it down so you really understand it which gives you even more confidence in using it... And they don't sound salesy at all! If you are ever on the phone, get this book today!

My copy just arrived and I've been pouring over it and can't put it down! I keep underlining scripts, openings, questions, etc., that I can't wait to try out. One thing I already like is a script for when my prospect say, "I'll have to run this by corporate" (especially helpful for selling Internet advertising).

On page 117, Mike suggests asking: "What has their answer on something like this been in the past?" LOVE IT! This book is filled with questions like this and I can already tell it's going to help me a lot! If you're in sales, you'll probably like it, too.

I was so excited to read this book, that I finished it in 4 days. I took at least 10 pages of notes and underlined the best scripting options for my profession. When Mike says, to just try the script (it will work), he is right. Just try it. I am currently using his 2 touch plan and I am getting plenty of responses. I have always believed in scripts for sales phone calls, but I have realized I have been doing it all wrong. I would recommend the Power Phone Scripts to anyone that is inside sales as well as outside sales, because the cold call isn't just about the first 20 seconds. The way to win more business is to be able to quickly qualify and handle objections and Mike's scripts are very, very good. I am making about 50 calls per day and the scripts are right beside me at all times. I wish I would have had these scripts in a previous role as a software/solutions sales company, because I think I would have been able to qualify better and handle objections with ease. I read as much as I can about sales and entrepreneurship, but this is the only practical book that I am actually using the techniques on a daily basis. As I move up to management down the road, I will be forcing these scripts into the team as well. Great work Mr. Brooks, keep these gems coming!

Let's face it, everyone tells you what you should do; only a few will show you how it's done. Finally, a tactical scripts book that teaches and explains the process, providing a step-by-step guide on what to say and what to do. In this book, Mike Brooks shares his knowledge with everyone. For a \$25, you "buy" a meeting with an international expert who reveals the most advanced phone sales scripts and methods. The bottom line: Buy, Read, Learn, Apply.

GREAT BOOK! One of the greatest author/coaches/mentor there is in telemarketing until today. I can without exaggerating tell you that Mike Brooks, is a GENIUS in telemarketing and truly knows how to deal with prospects. Further if you learn from him you will learn a lot of skills, perhaps the most important skill I learned by having coaching with him + reading his books, is how to QUALIFY LEADS / DISQUALIFY NONE BUYERS. Best Regards // Rickard Riza Sagirbey

This has been a game change for me. I have read all of Mike's books. I have increased my confidence and my sales by 30%. Highly recommend!

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