



Telefoncoaching: In zehn Schritten zum Telefonprofi (German Edition)

Markus I. Reinke

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Das Telefon ist Kontaktmedium Nummer 1 im B2B-Bereich. Für die meisten Unternehmen stellt es das wichtigste Instrument in der Kundenkommunikation und in der aktiven Neukundengewinnung dar. Doch viele Mitarbeiter sind beim Einsatz des Telefons als Verkaufsinstrument unerfahren und unsicher.

„Telefoncoaching“ bietet ein praxiserprobtes 10-Stufen-Konzept, mit dem es gelingt, Verkaufserfolge zu vervielfältigen. Neben konkreten Anleitungen enthält das Buch hilfreiche Gesprächsleitfäden, wertvolle Tipps sowie zahlreiche Checklisten und Beispiele für die Anwendung in der Praxis.

Neu in der 2. Auflage: Bewährte Strategien, um Kundeneinwände spielerisch zu überwinden, Tipps zur professionellen Reklamationsbehandlung und besonders wirksame Gesprächseinstiege für die Neukundenakquise.

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