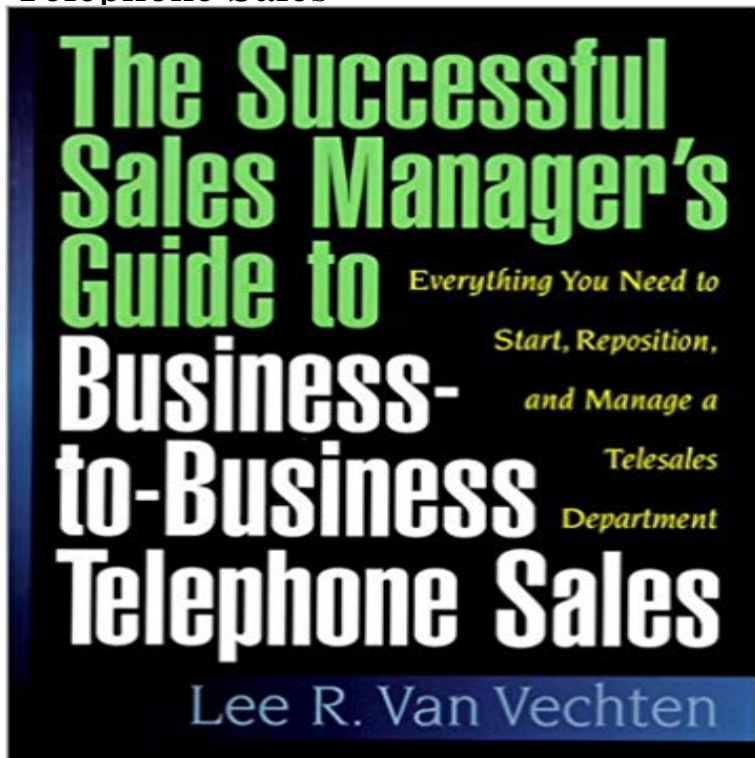


# The Successful Sales Managers Guide to Business-to-Business Telephone Sales



In this massive 300+ page resource, you have the step-by-step guidelines for starting (or repositioning) and running a successful telephone sales operation. This is a complete how-to guide for managers, giving you proven, field-tested strategic and tactical information you will use to avoid costly mistakes, and run your telephone sales operation like a well-oiled, money making machine. Starting and running a telephone sales department--the right way--is much more than sticking a few low paid part timers in an unused corner of the office, throwing some leads at them, and saying, Go make some calls. And its a completely different animal than running and managing an outside sales operation. Just ask the thousands of companies and managers who failed in the process. In this 300+page, 8 1/2 x 11 paperback book, you will get the benefit of Lee Van Vechtens 30+ years in telephone sales management and consulting. He has consulted with over 200 companies, and started up over 25 successful inside sales operations. To buy Lees time to get the same information he shares with you in this book would require an investment of thousands of dollars. In this massive resource, you have the step-by-step guidelines for starting (or repositioning) and running a successful telephone sales operation. This is a complete how-to guide for managers, giving you proven, field-tested strategic and tactical information (including actual job descriptions, salary guidelines, budgeting formulas, job interview questions) you will use to avoid costly mistakes, and run your telephone sales operation like a well-oiled, money making machine. Not Theory; Specific, Detailed Information You Can Use This is not a book about the theory of telephone sales written by some academic type who has never set foot in a telephone sales department or gotten a phone slammed in his ear on a cold call. Its meat,

pure and simple. Battle tested stuff you can use. You'll get specifics for, \* Knowing what types of calling missions work with telephone sales, and what is sure to guarantee headaches and failure \* Step-by-step guidelines, ads, forms, job descriptions, and interview questions for recruiting, interviewing, hiring, and training inside sales reps \* How to compensate and motivate to minimize turnover and maximize morale and productivity, and, knowing when and how to cut your losses \* Specifics on hands-on day-to-day management and training of sales reps \* Preventing conflict with outside sales department, and other sales channels Starting Up a New Department \* Seven reasons telephone sales departments fail, and how to avoid these traps \* Should you start with one, two, three, or more reps? See results of companies that have tried them all. \* How you should physically set up your environment for maximum productivity. Offices vs. cubicles? Where should you be in proximity to other departments? Get all the answers. \* Seven reasons telephone sales departments fail, and how to avoid these traps Hiring Telephone Reps \* Should you hire product knowledge, or sales skills? See the answer, and why. \* How to create a Job Description for your reps \* Recruitment Ads: examples, where to place them \* How to read resumes, warning signs to be aware of \* How to conduct interviews \* Employment agreements and forms \* When to cut your losses \* Specifics on how to measure performance, and how to do performance appraisals Management \* Word-for-word example of an actual Territory Management Plan you can model \* How to smoothly integrate your department into the overall operation without conflict \* How to budget. Specific numbers and formulas \* Compensating and Motivating Telephone Sales Reps, Supervisors, and You as Manager \* Negative and positive motivators; what works and what doesn't \* How to set up a comp plan based on margins, or actual sales dollars \* Selling your comp plans to

upper-level management so they enthusiastically accept it \* A values survey you can give to your reps to determine what motivates them \* Should you post individual sales results for everyone to see? You'll find out the best ways. Training \* At what point do you put someone on the phone during initial training? You might be surprised. \* Monitoring calls: the amount of time, percentage-wise you should do it. And you'll learn whether you should do it silently and remotely, or side-by-side with reps \* Example of an actual training manual Regardless of whether you're a veteran telephone sales manager, or just looking to start up an inside sales department, you'll have the benefit of Lee VanVechtens 37+ years of experience in telemarketing sales, management, and consulting. Businesses gladly pay thousands of dollars to hire Lee personally for his expertise, and it makes them hundreds of thousands, and in many cases, millions of dollars.

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