

Resources

Books/Ebooks:

- Objection Free Selling: How to Prevent, Preempt, and Respond to Every Sales Objection You Get (Amazon Top 100 Best Seller)
- Value Selling Strategies P.R.O.S.P.E.C.T. Model (Amazon Top 100 Best Seller)
- Profile and Qualify Sales Prospects
- The Hunt For New Customers: Prospect Contact and Management Methods (Step 4)
- Goal Setting (Step 5)
- Telephone Cold Calling with Voice Mail Strategies (Step 6) (Amazon Top 100 Best Seller)
- Trust and Rapport Building (Step 7)
- Competitor Analysis (Step 14)

Web-Based Training (WBT): www.SalesHelp.com

- Features – Advantages - Benefits
- FAB – TEA Value Selling Model
- Value Selling Strategies P.R.O.S.P.E.C.T. Model
- Profile and Qualify Sales Prospects
- Trust and Rapport Building
- Competitor Analysis

About the Author

Dr. Robert "Bob" DeGroot, M.Ed., D.C.H. is the founder and president of Sales Training International. He is a bestselling author, counselor, consultant, sales professional, and trainer with over 30 years of experience in the fields of sales, training, and psychology.

He earned a Bachelor's in Psychology, Master of Education in School Psychology from Texas State University and a Doctorate in Clinical Hypnotherapy from the American Institute of Hypnotherapy.

Bob has written over 70 training courses, 50 Web-based training courses and published dozens of eBooks in the professions of sales, sales management, and customer service. See www.SalesHelp.com.

Other books by Robert DeGroot

Available on Barnes and Nobel and Amazon.com.

Sales Titles

1. Objection Free Selling: How to Prevent, Preempt, and Respond to Every Sales Objection You Get (Best Seller)
2. Value Selling Strategies P.R.O.S.P.E.C.T. Model (Best Seller)
3. Features - Advantages – Benefits (Best Seller)
4. Telephone Cold Call with Voicemail Strategy (Best Seller)
5. Goal Setting for Success
6. Research Prospect & Competitor
7. Competitor Analysis
8. Trust & Rapport Building
9. Profile and Qualify Sales Prospect
10. Key Decision Maker Roles
11. The Hunt: Prospecting for new business (Compilation of a dozen prospecting related ebooks listed below):
 - Profile and Qualify
 - Key Decision Maker Roles
 - Research Prospect & Competitor
 - Telephone Cold Call with Voicemail Strategy
 - Passive Letter Contact Series
 - Interest Mailer Contact Series
 - Keep In Touch Contact Series
 - Networking Contact Strategy
 - Asking for Referrals
 - Teleblitz
 - Funnel Management
 - Ratio Management
12. Passive Letter Contact Series
13. Interest Mailer Contact Series
14. Keep In Touch Contact Series
15. Networking Contact Strategy
16. Asking for Referrals
17. Teleblitz
18. Funnel Management
19. Ratio Management
20. Time & Territory Management
21. Block the Competition
22. Benefit Questions Create Attitudes

Sales Management

1. Reseller Strategy (Best Seller)
2. Career Path for Sales Professionals
3. Interviewing and Hiring Sales Professionals
4. Sales Professionals Performance Appraisal
5. Sales Coach
6. Peer-to-Peer Sales Coaching
7. Creating and Leading a Motivating Sales Culture
8. Effective Meeting Planning and Facilitating

Customer Service Titles

1. Telephone Etiquette for Business (Best Seller)
2. Active Listening Skills for Business
3. Defusing Customer Anger
4. Problem Solving Model for Business
5. Managing Customer Expectations
6. Email Etiquette for Business
7. Stress Control at Work