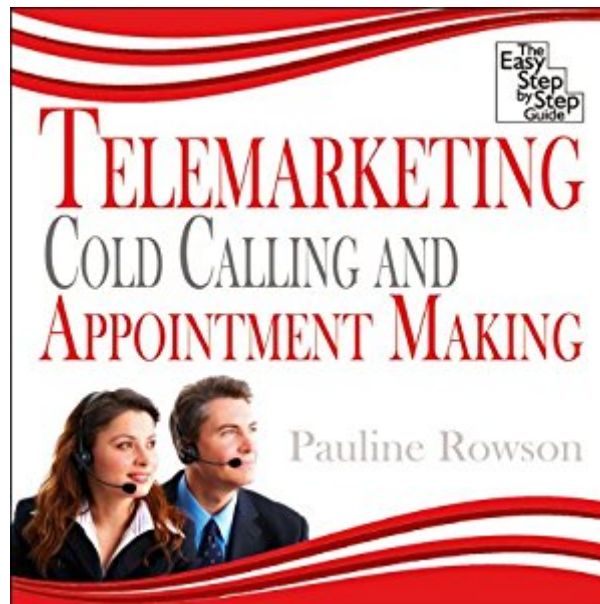


The book was found

Telemarketing, Cold Calling And Appointment Making: The Easy Step By Step Guide



Synopsis

Telemarketing presents organisations with some great opportunities to win more business. If done professionally it can help to stimulate sales, generate leads and build rapport with customers. If done incorrectly it can lose business, alienate customers and destroy an organisation's reputation. In addition, you could also fall foul of the law. So it pays to get it right. This highly practical and popular guide shows: how to get through to the decision maker; how to promote the benefits of services and products over the telephone; how to plan and structure calls for maximum results; how to use your voice and personality on the telephone to build rapport; how to handle objections and secure the appointment or order and how to convert enquiries into sales. --This text refers to the Kindle Edition edition.

Book Information

Audible Audio Edition

Listening Length: 1 hour and 58 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Matrix Digital Publishing

Audible.com Release Date: September 18, 2008

Language: English

ASIN: B001GDU4ZQ

Best Sellers Rank: #104 in Books > Business & Money > Marketing & Sales > Marketing >

Telemarketing #618 in Books > Audible Audiobooks > Nonfiction > Computers #701 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales

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