

The effective and creative use of the telephone can increase sales, lower sales costs, and provide a torrent of leads. This book shows you how to unleash the power of the telephone to invigorate your sales and marketing efforts. We've updated the insights and real-world experiences from 72 detailed articles featured in recent issues of The Culpepper Letter. The information in these articles is specific and market-tested. Here are the tips and techniques for: hiring the right people; training them to get the most out of the phone; accurate forecasting; developing leads; coordinating field sales with telesales and telemarketing; solutions to the problem of unwanted turnover; and enhancing productivity with automation. This practical-minded report gives you the information you need to get the results you want.

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Kathy Sisk is founder and president of Kathy Sisk Enterprises Inc., Sisk is the author of Successful Telemarketing, a handbook on how to set. phone power an executive s guide to telesales and telemarketing fire phone amazon fire phone unofficial user guide how to francine riversseries reading.

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